

How to Have Fun Losing Your Race For Congress

Gene A. Cisewski





THE MONTICELLO GROUP

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Introduction

"Those who are too smart to engage in politics are punished by being governed by those who are dumber."

Plato

The Paradox

The Libertarian Party has to deal with a unique paradox at this stage in our development. We have to create an image among voters that we are a viable alternative to the Democrats and Republicans. By definition, a viable alternative has candidates on the ballot. Without Libertarian candidates on the ballot, there is no alternative for voters to choose.

The other side of this paradox is that because most voters do not consider us a viable alternative to the Republicans and Democrats, our candidates cannot win. If we cannot win, some argue, why put candidates on the ballot and go through the expense and effort of running campaigns.

An answer to this paradox is under way in Wisconsin right now. Under the direction of the Libertarian party of Wisconsin State Chair Ron Emery, candidates set party building as the main goal. They use the election process to funnel Libertarian information to voters.

When voters see us on the ballot consistently over a few election cycles, they begin to regard the Libertarian Party as a viable alternative. After going through several election cycles of hearing Libertarian positions, the voters start to develop an understanding of our "less government" philosophy. Once voters grow comfortable with Libertarians, they start to cross over to our side.

In adopting this strategy, take care to avoid developing a loser's mentality among candidates and party members. Define "victory" in terms of growing our vote totals and building media relations. "Victory" means earning and maintaining ballot status for the party and disseminating Libertarian positions. "Victory" is the chance to show the voters that they have a choice besides the "more government" parties. We have to view these special, informational races as a short-term necessity. A necessity that lays the ground work for competitive races in the future.

This manual is for the person who wants to make the commitment to run as an informational candidate. Some information shows you how to build a bigger organization than you may need for this purpose. Use it to learn some basics about how to run effective campaigns in the future.

The informative candidate is on the ballot to tell people that the Libertarian Party is active and well. This candidate gives voters information about Libertarian solutions to issues facing our Congress. This campaign spends very little money compared to the spending by major parties. Use this type of campaign to take advantage of all the free information conduits available to the voters.

Run this kind of campaign in your spare time. The more time you make available to do this, the more effective your party building. Reasonable goals include some media coverage and

invitations to candidate forums.

Finally, you should have fun doing this. By having the self-actualization that you are not going to win from the start, you can be happy in achieving the specific, party-building goals you set for yourself. In making this a fun activity, you avoid the potential for burn out.

It is fun to bring new people into the party. It is fun to score a couple debating points against an entrenched politician. It is fun to see the party get favorable media coverage. It's fun to meet new people and get to know your district and state. And it can be fun antagonizing those Democrats and Republicans who talk out of both sides of their mouths.

A Political Party

A political party is different from think tanks, debating societies, and single-issue organizations. By definition, a political party is an organized group of people who seek to control a government.

In democratic countries, political parties are active. They do things. Specific activities of political parties include selecting candidates, helping to organize government, providing opposition to the party in power, and raising money to conduct election campaigns. Everything else is secondary in a party organization.

A political party has to do the things needed to run a government -- even when that means scaling government down to size. You cannot very well run a government if you do not have the candidates on the ballot to take the positions of power. It's really that simple.

Once a political party has people on the ballot, the next step is to convince voters to elect those candidates. That isn't an excuse to compromise the principles of your party. Rather, it is a matter of understanding the dynamics of modern marketing techniques. As a candidate, you win more converts to the Libertarian Party working as a salesperson than as a party indoctrination specialist.

In other words, as an informational candidate, throw out the text of the national platform while embracing all of its principles. The platform of the national Libertarian Party outlines a road map for a Libertarian Utopia. Its words are harsh, using more negative words than perhaps any other document. "We oppose . . . We call for the abolition . . . challenge the cult of the omnipotent state." The platform doesn't explain what benefits any novice to our party could hope to receive if they embrace Libertarianism. The document speaks at a level well above the head of the average voter and reporter. Given the characteristics of most voters, it is a poor tool for selling our party. As a candidate, you need to stay focused on the libertarian principles that bind us together, but you have to package them right.

Think of a ballot as a menu in a restaurant and voters as customers. Each political party gets to place one item on the menu. The voters then choose what they want. Placing our platform on the menu is like describing a hamburger as "chopped up dead cow on a bleached wheat bun." It's technically correct. We would never throw out the chopped up dead cow or bleached wheat bun because then we wouldn't have a burger to offer. But it is not the way to whet the consumer's appetite.

Instead, we have to sell the sizzle. A hot, juicy portion of choice ground beef, aged to perfection, served the way you like it on a fresh bakery bun. Notice this concept throughout this manual. Learn how creative word-smithing sells the party without compromising our principles.

Think Tanks

Unlike political parties, think tanks spend all their time researching specific issues and debating their philosophical merit. They conduct seminars, conferences and symposia. They produce public policy analysis and the foundations for some political parties or specific planks within a platform.

You'll find many libertarian-oriented think tanks listed in the back of this reference. As a candidate, they can give you useful information on specific issues. Embracing policy initiatives from respected institutions can give your candidacy added credibility.

A cautionary note here: because there are so few Libertarians, it's tempting to spend a great deal of time engaging fellow party members in lengthy discussions about the philosophical merits of any given issue. Don't. As an informational candidate for a political party, it's your job to persuade new people to join the party. Winning debating points among fellow Libertarians will not expand the party.

Single Issue Organizations

Another type of political group is the single-issue action organization. They focus on one narrow issue and try to win policy changes through public persuasion and lobbying efforts. Some of them even help to finance candidates and influence elections. But unlike a political party, which should strive to influence the entire spectrum of governance, these groups focus on just one concern.

In a later chapter, you'll learn more about some groups that are particularly active in dealing with candidates. Some may even be willing to help you. You'll also find a listing of some organizations that are naturals for Libertarians in the back of the manual. Use them as resources in developing an understanding about some specific issues.

As a candidate, you'll want to win the favor of some of these groups. But take care not to be seen as a one-issue candidate. It dilutes our entire message of freedom.

Roll Up Your Sleeves, It's Time to Begin

Now that you know the mission of an informational political candidate, it's time to let the fun begin. By recognizing from day-one that your mission is not to win the election, you'll keep stress to a minimum. By setting reasonable goals for increasing Libertarian Party membership through your campaign, you'll enjoy achieving victory over the challenges you set. By keeping a record of the media reports on your campaign, you see how the word about our philosophy spreads.

You will now enter the wonderful world of politics. You'll see some ugly things in the way the professional politicians behave. But you'll meet some fantastic people who really do want elected leaders who care about this world. And you'll be making a great contribution to the future growth of the Libertarian Party and libertarian ideas at the grassroots level.

One last word about having fun losing your race for Congress. Never, never admit to the media or in any public forum that you know you are not going to win. Reporters will ask you if you really think you can win. Tell him or her, "Of course I can win, if you give my ideas a fair hearing." If they come back at you with a line like, "you've got to admit there's not much of a chance," tell them that in 1990, Minnesota voters elected Republican Arne Carlson governor by write-in.

Roll up your sleeves, it's time to begin.

Getting Started -- Nuts and Bolts to Get Out of the Way

Contact Local Party People

If you're already active in the party locally, call your county or city chair and tell them what you are doing. They may know if somebody else is already planning on entering the race. Local party chairs are a good resource for information about the race and the specific requirements you have to meet to be a candidate.

If you don't know of a local Libertarian Party organization in your community, contact your state chair. There's a listing in the back of this manual to help you. If the chair has changed since publication, the past chair can help put you in touch with the right people.

The state chair can tell you what agency in your state regulates elections, the requirements to get on the ballot, and your party's official status in your state. The state chair also has your state platform and membership lists you can use to find volunteers and potential donors.

Of all the people in the Libertarian Party, none are more important than the state chairs. They have the best grasp on local politics, know what's going on at national, and can help you with your campaign as time allows. Get to know that person.

Contact Local Election Officials

To appear on the ballot, you have to contact the appropriate government officials in your state. These officials can tell you how many signatures you'll need on petitions to get your name on the ballot. They usually provide the forms you need and copies of any state laws and regulations concerning your campaign.

There's a little bit of detail work here. It's necessary to be a successful candidate by any measure.

Contact the Federal Elections Commission

Call them at (800) 424-9530. They'll send you information and forms required by federal law to be a candidate for the House, Senate, or president.

If you run an informational campaign and keep your budget under \$5,000, you'll find the reporting requirements very minimal. While small campaigns are not required to file, it may be in your best interest to register your campaign early on. The reason? Political action committees who send out surveys to politicians often use the FEC as a source for who's running. If you haven't filed, your campaign will not be contacted for information to distribute to members of these groups. Your filing lets the national news and national PACs see that you're out there running.

A Word About the Things You Have to Do

The details you encounter with state and federal agencies and regulations for your campaign are a nuisance. Take them seriously. This is not an area in which to have fun. Screwing up in this area can keep you off the ballot, cause an embarrassment to you and the party, and subject your campaign to penalties.

Knowing the rules at the very beginning will keep your campaign as stress-free as possible. You'll have yourself covered so that you can put your prime focus on teaching the public about Libertarian solutions to today's problems.

Assessing Yourself and Your Political Resume

Introduction and Integrity

Because the big guys don't view Libertarian candidates as much of a threat, we don't get the same level of scrutiny that the major party candidates experience. This is changing. It is important to take a good look in the mirror. Decide whether there is something in your background that would injure your campaign and hurt the party.

The German philosopher Arthur Schopenhauer said, *"All truth passes through three stages. First it is ridiculed. Secondly, it is violently opposed. Third, it is accepted as being self-evident."*

At this point in our political development, our philosophy is making the transition from the first stage to the second. Because there's growth at the state level, expect more attacks on Libertarian candidates.

When John Buckley ran for the Virginia House of Delegates in 1993, Republicans took a shot. Because John stood a chance of winning, the Republicans in northern Virginia produced signs that matched his campaign materials. They printed them up with slogans like "Elect Buckley -- Legalize Drugs." Then late on the Saturday evening before the election, they posted these signs near churches. Sunday morning, families going to church met this message.

Dr. Jimmy Blake won election to the Birmingham, Alabama, city council in 1993. As the Libertarian state chair, it was clear where he stood on the issues. His opponent called the national party headquarters and obtained a copy of the party platform. In a public debate, she read sections out of context and leveled charges that were ludicrous -- and not relevant to city office.

In Nevada, Tamara Clark's 1990 state senate race was marred by election day irregularities and voting machine tampering. These are just an indication what is in store for us in the future.

As an informational candidate, you probably will not experience anything like this. It is important to be aware of these developments though. As you decide to throw your hat in the ring, make sure you don't have a skeleton that could end up hurting your chances to sell the party to the people.

This doesn't mean you have to have lived the life of a saint. Put it in perspective of the principles you embrace as a Libertarian. If you have a conviction for hurting or defrauding another person, it's probably not a good idea to run. On the other hand, if you had government troubles for something Libertarians propose to change, you could use that as a spring board.

One Libertarian candidate met with a campus Jefferson Society. He discussed his past chemical dependency -- stressing that he'd discourage anybody from using drugs or alcohol. But he still believes the drug war is wrong. He discussed his 12-step program -- and how he now volunteers as a group leader for former users in a minimum security prison. The newsrelease was picked up in several places and he was complimented for his "rare and refreshing display of candor."

As you develop your political resume, be creative in making it sound good -- selling the sizzle. Just don't cross the line with any untruths. Show your conviction to principles and all should go well.

Your Profession

Any honest endeavor should be treated with respect and dignity. Individual reporters may not treat some humbler occupations that way. Be prepared for that.

If you have an executive level position, are a professional, or own your own business, highlight your accomplishments. If you "just work for a living," stress the importance of citizen government. By addressing the issue right up front, you deny ammunition to the opposition. A janitor is closer to the people you want to represent than some Congressperson who's moved to Washington and lost touch with the people.

This country was founded by farmers, traders and lawyers. As a candidate, you are part of the people -- as in "of the people by the people and for the people." Besides, if your goal is to dismantle the bureaucracy, you don't want to look like some professional politician, promising anything now and just fitting into the system later.

A campaign can also have benefits for your professional growth. It's not uncommon for young attorneys to run as Republicans in Democratic strongholds where the chance of winning is nil. A campaign can give you name recognition that can be helpful in your future endeavors.

Your Education

Educational credentials can enhance your political resume. They won't win an election for anybody. If you went to college and dropped out after the first semester, it's still acceptable to say in your campaign materials, "attended XYZ University."

Community Service

This is an area in which many Libertarian candidates are often weak. It would be a good idea to join a local organization or two. Join groups regarded highly in your community that interest you. This is also a way to make a name for yourself. If you get active in your community well before your campaign, you have additional material to make your campaign look more credible.

If you belong to a church, this is also something good to include in your political resume. Because the Libertarian Party is still viewed as far from mainstream, the more mainstream you can appear, the better it is for your campaign. This dichotomy confounds the biases of the media and enhances your ability to sell the party to people who don't know much about us.

If you are a veteran, highlight your service prominently. Join local organizations like the American Legion, Veterans of Foreign Wars, and the Disabled American Veterans. There is a bond, and veterans generally give more weight to a candidate who also served their country in the military service.

Past Political Activity

If you've been politically active, then you already have things you can include. If you haven't been active, there are some options you could explore.

If there's no LP organization in your community, organize one. Then you can list XYZ County Libertarian Party chair as an item in your political resume.

If you believe in term limits, call U.S. Term Limits at (800) 733-6440. They are looking for people to lead local ballot drives to put the question of term limits on local ballots. In a matter of a couple of weeks you could get the issue on your local ballot. Then enhance your political resume with "Led the successful ballot drive to put term limits on the ballot in XYZ city."

Other Tidbits

Join the NRA today. Call their national headquarters at (703) 267-1000 and ask for membership materials. The gun lobby has taken quite a few blows lately and they could use all the friends they can get. By listing this membership on your campaign materials, you appeal to a wide audience of people who believe in protecting our constitutional rights.

Any other membership organization to which you belong offers additional items that can fill out your resume. In some, your annual membership dues may be the extent of your involvement. Just remember, there are other people out there who belong to your organizations. They may find an affinity with a candidate who shares something in common with them.

Your family also enhances your resume. In your initial release, it's good to list a spouse if you have one. If you have children, list them and their ages. Again, it's a matter of creating affinity with voters -- and it gives you credibility when talking about school choice and other educational issues.

Your Campaign Committee

Name Your Committee

By law, your campaign committee name must appear on everything you print and every advertisement you run. So if you must use this organization's name, make it work for you. Even if you're running on your own resources, have a committee. "Paid for by somebody on their own behalf," makes a candidate sound quirky -- like nobody else supports them.

"A Lot of People Who Want to See Cisewski Elected," was the name of the committee I used in my successful bid for the Ironwood, Michigan, city commission in 1979. Think about the impact at the end of every radio commercial. People heard the announcer say, "The preceding announcement was paid for by a lot of people who want to see Cisewski elected."

That name may be a little too cute for your image. That's all right. Think of something else that fits you while conveying the message that there are other people out there who support you. Citizens for Eric C. Barca. People for Christie M. Gardinier. Taxpayers for Scheunemann.

An Introduction to the Paper Committee

Your campaign committee can be as formal or as informal as you like. You can tap the members for their ideas and their money. Or you can just use their names.

Get a list of Libertarian Party members who live in your district from the state chair. Call these people to tell them you're running as a Libertarian. Ask them if you can use their names as members of your campaign committee on your letterhead. Don't limit yourself to party members. Also call your friends and family (especially those with different last names) and get them to let you use their names on your letterhead.

Listing 20 or 30 or more names down the right-hand margin of your letterhead gives you more credibility as a candidate. It suggests better organization than the media expects from Libertarians. If your district covers a wide geographic area, list the names under a heading for the community in which the people live. It shows wider support and lets the local media know there's somebody locally who has an interest in your race.

The following staff leadership positions characterize well financed, major party campaigns. In less-financed, aggressive campaigns, candidates staff these roles with a combination of volunteer and paid positions. In your informational race, you may wear all these hats except that of the treasurer. They are outlined to give you an idea of how to get organized and things to do to be more effective.

Campaign Chair/Campaign Manager

This heading may represent one or two positions, depending on your campaign. As the candidate, you are the product being manufactured and sold. Your campaign chair is not unlike the chairperson of the board of the company selling you. The campaign manager is the CEO who runs the operation. Of course, at all times, you must be in control of the campaign. Even if you are the product, so to speak, it's your ultimate responsibility for the activity of your committee. It's your good name that's out in front.

The ideal campaign chair should be a person who has some name recognition. That recognition can be with the party to show support to the people you'll be asking for money. Or this individual can be prominent with another organization that has wide appeal in your district. Having a prominent chair at the top of your letterhead -- even if that's the limit of their involvement -- lends credibility to your campaign.

The manager is the person who coordinates everything else that goes on. An ideal person to do this is a young libertarian activist who knows the people in the party and your district. If possible, it's wise to have somebody other than yourself doing this job. It frees you to do the public task of selling the party.

Campaign Treasurer

Because of the nature of informational campaigns, you may not have a lot of volunteers. You have a couple of options to meet this challenge.

The Real One

You or your spouse may keep your own books. Or you might have a friend who will

handle the details of accounting. This is a responsible position because you want to make sure that any legally required forms are completed promptly and properly. You want someone you can trust to do this job. You also want somebody who can write a check as quick as you might need one for supplies or advertising and keep track of daily deposits, if needed.

The Named One

Because the treasurer's name appears on all of the material you produce, you want to list somebody who adds to your appeal. If you're male, get a female treasurer. If you're female, get a male. If your district is highly ethnic, get somebody whose last name reflects the ethnicity of your district. It adds to your broad appeal.

Ideally, the named treasurer will be the person who actually does the job. If you cannot get anyone available on a moment's notice and willing to fill out forms, appoint a deputy treasurer.

Finance Chair

If you can get somebody to chair your finances, you can raise more money for advertising. The finance chair is responsible for raising money. She or he should write the first check to your committee. Then this person has to ask other people for money and coordinates fundraising letters and events.

Communications Director

In a big, slick campaign, this person would coordinate the following two function areas. In smaller races, this person may wear both hats. And in a purely informational race with very limited resources, you may have to wear these hats as well.

News Media Person

Having somebody coordinate your news helps. This person keeps track of all of the media in and reaching into your district. This individual gets out your newsreleases, monitors the media for coverage, and serves as a contact point for reporters when you're not available. Your news media person works to get you free ink and air time.

Advertising Person

With advertising, you control the message completely. Your news media person may have to react to instantly arising issues and reporters. The advertising person deals with sales reps and crafts exactly the message you wish to express.

In fact, federal law prohibits broadcasting stations from censoring your paid political announcements. If a radio or television station sells time to your opponents, they must make time available for you to buy under equal terms.

Volunteer Coordinator

This individual keeps track of people who have volunteered to help. He or she also recruits volunteers. They get people to events where you appear to show support. They also get people to go door-to-door with your campaign literature.

Researcher

You can spend more time meeting the people and selling the Libertarian Party if you get volunteers to help with the research. Your researcher should check old newspapers for background on your opponents. That person also gets voting records on the incumbent you face so that you have the facts at your finger tips in a debate. This individual researches the issues you advocate to back up what you say with facts, figures, and authoritative sources.

Scheduler

Working with a scheduler can be a dream come true for a candidate. As a little trivia, most members of Congress have at least two people doing this function for them on the government payroll. Technically they don't handle campaign scheduling, but in reality the overlap is breathtaking.

As an informational candidate, sit down with your planner and block out the time you will put into your informational campaign. Black out dates you have committed for your job or other important activities and previous engagements. Then the scheduler can go to work filling in the rest.

The scheduler coordinates and pursues campaign forums and debates to make sure you get included. They check with people and media sources throughout the district to find big community events where you can get the maximum exposure shaking hands and greeting people.

When there are no events for you to attend, this person schedules neighborhoods where you will knock on doors to meet voters. This person will look up voting histories of every precinct in your district.

If you have both a Democrat and a Republican running in your race, spend your time in "swing districts" that go either way. If, by chance, you have just a Democrat in your race, spend your time in Republican precincts and vice versa. Remember, many people who are lifelong members of one major party or the other will prefer voting for you than for the "enemy."

Defining the Issues

The key word here is "defining." It is important for **you** to define the issues before the opposition does it for you. Let me give you an example.

The drug issue is hot and getting hotter. Democrats and Republicans have built political careers as drug warriors. They love to characterize Libertarians as in favor of legal drugs without limit. They use emotional arguments about how your idea will hurt children and turn the country into a nation of druggies. They paint a picture of the public health threat drugs pose. They link support for drug legalization to crime in the streets.

In politics emotion always wins out over reason. Let me repeat this, in politics, emotion always wins out over reason. Emotions move mobs. Emotions overrule the senses of most people. Passion moves otherwise intelligent people to act in ways beyond comprehension. When your opposition defines this issue, they paint you as a kook. That's what the voters act on in the privacy of the voting booth.

When you take control of this issue up front, you can paint a different picture. You have to turn this issue into an emotional issue. One that's harder for them to challenge and impossible for them to dismiss.

The Four Great Motivators and How to Use Them

Marketing pros will tell you that there are four great motivators in persuading people to take the action you desire. Those motivators are *fear, exclusivity, guilt, and greed*. Pay attention to every advertisement you see. Without exception, successful advertising is crafted around one of more of these four great motivators.

Instead of introducing the topic as one about drugs, your effectiveness increases in power when you open this issue talking about crime. Use the fear motivator to grab your audience by pointing out the rate of violent crime in this country. Talk about senior citizens brutally beaten by a criminal stealing their Social Security checks. Talk about school children used to traffic drugs and getting shot in the process.

Fear is the most powerful motivator. As a secondary motivator, you can apply greed. Talk about the rapidly rising cost of building new prisons. Tell the voters what it costs them to support the system as it now exists. Show them how your plan will put money back in their pockets while making the streets safer.

By using emotions to tell people the policies of the incumbent cause the violent crime threatening senior citizens and children, you put them on the defensive. Most major party candidates don't expect this kind of opposition from Libertarians.

When those major party candidates face Libertarians, you can almost sense their patronizing attitude. Their greatest worry is not you, it is that the other major party candidate will score an emotional hit with the voters. Catching them off-guard by defining the issue your way is, well, fun.

Under these circumstances, they'll appear flustered when they have to respond to you. In a best-case scenario, they'll vigorously engage you. That is what you want! Show the public an incumbent taking you seriously and your stock goes up in the eyes of the voters.

The point is, go in with your guns blazing. Don't let them frame the debate. You do it. Do it by bringing up the hottest issues first; wrapped up in language an average sixth grader can understand using emotional motivators. Define the issues before they even know you're coming.

Local Concerns and Individual Passions

Another important method to persuade voters that you are a viable alternative is to develop an affinity with those individuals. You do this by understanding their concerns and their problems. When you let people know that you care about their problems in very personal terms, they become receptive to your message.

When you show people that you have a solution to their specific problems, they'll give you more consideration. Unfortunately, people have been conditioned since they started public school to believe that government is good. The media frames every evil in society in terms that something must be done. The first people they go to are politicians. They ask, "what are you going to do about this?" Few politicians can say nothing.

People sincerely believe that they are victims in our society and government is the knight in shining armor. They do not think: alar is bad so I won't buy apples. They don't understand the free market can decide what chemicals consumers tolerate. They call for the government to spend billions on studies, rules, regulations and enforcement. More often than not, emotional grounds rule, not legitimate science.

Congress holds hearings about the cigarette industry. Who does not know of the dangers of smoking? Instead of taking personal responsibility for their own health, people blame somebody else. Then they ask government to protect them.

The Democrats and Republicans want to maintain this belief. It keeps them in power. You buck years of indoctrination when you offer alternatives to government. It's very difficult for people to give up what they've learned through years of repetition. But with a common sense approach to people problems, articulated with emotion in the vernacular of the voters, you will have success.

A technique to help you do this is personalization of your discussions. Do not talk in broad, philosophical terms. Voters do not relate to that. Talk in specifics, for instance:

If there's a military base in your district slated for closing (and you can paint any base as potentially slated for closing), people fear the loss of jobs. How can you defend your base and jobs and still present a Libertarian outlook? Tell the people that before we close one base in the district, we have to start closing bases abroad. Remind them that Japan and the European Community are wealthy powers (greed?) in their own right. They should pay for their own defense. They should tend to the problems in their own back yards. Instead of closing American bases first, we should downsize abroad and bring the troops -- and the money they feed into local economies -- home. This is the first step as we plan a post-cold war strategy.

Also, talk about local places and people. When you are in a given town, know the name of the largest retirement community. When talking to local media or speaking at local forums, talk about how your plan helps the people at XYZ Golden Pastures. When you talk about education, mention the name of a specific school in the community. Lace everything you say with local references to strike the hearts of the people who hear you.

Limiting the Issues

The Libertarian Party Platform contains over 50 planks and many more subsections. The document is exhaustive in addressing issues. And with every convention come more planks.

Unfortunately the average voter does not have the attention span to take in even a fraction of what we have to say. To make matters worse, the average voter does not have the comprehension level to understand the philosophical roots to our positions. Finally, your lengthy, rational arguments on 101 issues get nowhere when the major party candidates are pulling heartstrings with a handful of emotional issues.

Keep this in mind when you speak to a group of potential voters: most of them were educated in public schools. They know more about what is going on in Roseanne and Tom Arnold's life than what is going on in Washington. If you remember this, you can limit the scope of your arguments to the proverbial 10-second sound bite in good conscience.

Five Issues for an Informational Campaign

From the very start of your campaign, list no more than five issues that you will target. Stick to the list. Boil the issues down to common sense, easy to understand, emotional issues. Make them relate to the lives and problems of the people in your district. Of course, you'll be faced with questions about other issues in the campaign. Deal with them as they come up. A discussion of some of these issues can be found in a later section of this manual covering special interest groups.

The following five sample newsrelease texts give you an idea of how to package Libertarian ideas for voters. Remember, while they may sound incredibly basic to you, the average voter does not have your grasp of the issues nor your philosophical outlook. The bracketed areas are where you can plug in your own, localized information to make the release work for you.

Health Care

([Madison]) "Health care is a mess and it's the government's fault," says one local candidate for Congress. Speaking before the [Dane County] Libertarians last night, [Philip E. Mielke] said the real problem with health care is that it costs too much.

According to [Mielke], health care spending grew at a pace double that of the overall economy in the last three decades. "As a percentage of gross national product, we went from spending 6% on health care in 1965 to 14% today," said [Mielke].

"If people can't get health care because it costs too much, then we should find ways to lower the cost," [Mielke] told the crowd. "Government fails when it comes to keeping a budget. Congress cannot bring costs down, they can't even manage their own post office. If you think government knows how to handle health care, just look at the Veterans Administration. People in [Madison] tell me they'd rather pay extra than risk going into a VA hospital."

[Mielke] said that of every dollar spent on health care today, 76 cents comes from someone other than the patient. Because of that, there is no incentive to spend wisely.

[Mielke] told the audience he supports the health care reform plan known as "Patient Power," prepared by researchers for the Cato Institute. This plan gives people more power to make health care choices, brings down costs, gives people medical savings accounts, and makes the cost of insurance affordable.

"If we make these changes, everyone who needs health care can get it and we won't have another giant bureaucracy taxing people to death," concluded [Mielke].

The Military

([Kenosha]) One candidate for Congress says we should stop closing military bases on American soil, including [XYZ base], and begin to close the bases in Europe and Japan instead. Speaking to the [Kenosha Rotary Club] yesterday, [Edward J. Kozak] said "The cold war is over. We should bring our troops home."

[Kozak], the Libertarian candidate in the [1st] Congressional District, claims that it is unfair for Americans to subsidize the defense of Japan and the European Community. "Toyota, Sony, Mercedes Benz -- none of these foreign corporations have to pay enough taxes to defend their own countries. American taxpayer support gives unfair advantages in world markets, hurting workers in America." Kozak told the group.

[Kozak] advocates closing most overseas bases, bringing the troops home to American bases, and developing a scaled-down military to reflect the changing world. But he warned, "watch out for the bureaucrats in the Pentagon to start coming up with imaginary new enemies. Nobody inside government wants to see a penny of their budgets cut. These people lust for power."

"Most Americans don't want to police the world with the lives of our young men and women and with our tax dollars," said [Kozak]. He told the group that [XYZ base in neighboring Racine] should stay open as a resettlement point for the troops we bring home from Europe and Asia. "I'm all for a strong defense. Americans defending America. Let Japan and Europe take responsibility for their own corner of the world."

Crime

([Madison]) "Take the security guards and metal detectors away from the Capitol and see how those double-talking politicians live with violent crime," says one candidate for Congress.

[Jeffrey D. Friebert] told the [University of Wisconsin Jefferson Society] that if [incumbent's name] had to live in the streets of [Madison], [he/she] would end the war on drugs and forget about taking guns away from law-abiding citizens.

Speaking at the forum last night, [Friebert] said the real problem with drugs is not the abuse but the violent crime associated with prohibition. He pointed to statistics showing that during alcohol prohibition, violent crime and gang activity was rampant. After the repeal of prohibition, violent crime went down. "Don't these politicians ever learn?" asked [Friebert].

[Friebert] joins a growing number of people, including conservative commentator William F. Buckley, Jr., Nobel economist Milton Friedman, and the National Association of Veteran Police Officers, in calling for an end to the war on drugs. "Drugs are bad," he said, "but the violence from the drug war is threatening innocent children in schools and our senior citizens."

[Friebert] also said a rapidly growing segment of the NRA is women. "Women recognize the need for self-protection and are taking responsibility to protect themselves. That's what the Second Amendment is all about."

He said people should look at the track record of gun control. Every year more gun control measures get passed and every year more people die of gun shot wounds. According to studies, Washington, D.C., Los Angeles and New York City have the harshest gun control laws and they just don't work.

Welfare

([Milwaukee]) The federal government should get out of the business of welfare according to the Libertarian candidate for Congress. Last night [Julie Cordry] told a meeting of [the Adam Smith Economics Club], "Close down Health and Human Services. Close down Housing and Urban Development. Send all the billions of dollars they waste back to the states."

According to [Cordry], the federal government wastes most of the money it takes from taxpayers in the name of protecting the poor. "After you pay for the bureaucracy and the amount of fraud in the system, not half of the taxpayer's money goes to the poor. Over \$150 billion is wasted," she told the group.

[Cordry] believes that states and local communities are more efficient than the federal government. She also said that fraud is harder to commit against your neighbors. [Cordry] believes the most compassionate thing for the poor is to get big government out of the poverty business.

"How can you say a giant bureaucracy has any compassion? It's a fraud that has to be fixed" she concluded.

The Environment

([San Antonio]) Speaking to a gathering of [Bexar County Libertarians], congressional candidate [Adam Dick] said current environmental protection efforts "set acceptable levels of pollution, making it hard for injured persons to get relief."

"Some state utilities sell 'pollution credits' to power companies behind in meeting EPA guidelines. That's just one example of how absurd things are," said [Dick]. "Everyone depends on the environment. When a person, a company, or government dumps waste onto the property of others without their consent, it's trespass. Victims should be able to sue the polluter, require them to stop, and collect damages. Stronger private property rights can help beat pollution, not government regulation. "

[Dick] said today's laws are not based on trespass and private property rights. Instead they set acceptable levels of pollution and over-regulate private property.

The candidate said these laws fail for several reasons, "No bureaucrat should decide how much poison you are forced to eat, drink, and breath. It's a tough battle for injured private citizens to sue polluters who meet government guidelines, even when unquestionably harmed."

"The first thing we have to do," said [Dick], "is establish the right of individuals or groups to claim that harmful pollution of their body, property, air or water is trespass. Then you can successfully sue polluters for damages."

Defining the Opposition

"Know your enemy" is an axiom that is important in politics. This is where the real fun begins. By knowing whom you are dealing with, you can get the upper hand. By being perceived as the underdog, you'll get special treatment from Democrats and Republicans alike.

First, they don't expect you to be a serious challenge. As a result, you'll find yourself treated in a variety of ways. You'll probably find the major party candidates a little (or a lot) patronizing at first. Until you score a hit or two, they view you as a tool for their own game.

The major party candidates, an incumbent in particular, will use you to show how magnanimous they are. They try to convey their patience in letting you join in the debates and forums. How big of them! Unless you draw blood, metaphorically speaking of course, you'll discover these politicians to be downright nice.

Remember, it's considered bad form to kick the underdog. If they attack you, it means people are taking you seriously. Or at least they think people are taking you seriously. If they do attack you, people will start taking you seriously. It's one of those political "Catch 22s" that you can exploit and they don't know exactly how to deal with.

There's another aspect of the special treatment you'll get if you end up in a forum with a Democrat and a Republican. Notice how often one or the other will agree with you. In the one televised forum conducted in a special 1993 state senate race in Wisconsin, Libertarian candidate Jeff Frieberg was surprised at how often he had an ally from a major party candidate.

In watching the tape of Jeff's forum, it seemed that with every utterance Jeff made, one of the major party candidates agreed with him. He actually emerged as the leader of most discussions. Unfortunately, most voters did not get up Sunday morning and tune into the forum. Our research shows this phenomena to be almost universal among articulate Libertarian candidates around the country.

This agreement from the other guys is where another axiom comes in to play. There's strength in numbers. Each of the major party candidates feels that if someone else is seen to agree with them, they win. Two out of three gives them the point. So on conservative economic issues, watch for the Republican to join in with you to attack the Democrat. On basic civil rights issues, watch for the Democrat to use you to help beat up on the Republican.

Can you see the fun in this yet? When you know this is going to happen, you can use it to your advantage. When it comes time for closing remarks, make it a point to reflect on how many times the "big guys" agreed with you. Tell the audience that on half of the things you said, the Republican agreed with you. On the other half of the things you said, the Democrat agreed with you. With that kind of backing, maybe all of the voters should vote for you because you have the common sense and good ideas of both candidates rolled into one!

The Incumbent

As a Human Being

Incumbent politicians are a special breed. They've gotten the power and the perks and they'll give up their first born to keep them. That's what's at their core. On the surface, they'll be all polish and warmth.

But an incumbent has a record. It'll be hard to sort through the record. That's because the rules of legislative bodies usually allow for a number of votes -- many are procedural in

nature. Your member of Congress can be technically correct in saying they supported or opposed almost any issue, no matter what the reality.

As a human being, they are outgoing. They'll shake hands with everybody they can. They'll do their best to puff up their importance, dropping big Washington names, talking about foreign heads of state they met on junkets, and convincing people they really care about the problems back home.

Deep down, none of them ever really want to come back home. They are ambitious people. They are human. Recognize this. With few exceptions, it is impossible to paint incumbents as the big government monsters you know they are. Don't even try.

If you try to make these nice people look like monsters, you'll only lose your own credibility. That's because people are moved by their emotions. If they see a nice person -- a big Washington nice person who gives them the time of day -- they won't buy what you say. Don't waste your time fighting a losing battle.

As a Political Animal

Never underestimate an incumbent. They are not as dumb as we like to think they are. After all, they managed to get elected, and maybe reelected several times.

They know the district and they know a lot of people. They've used their office and big staffs to do favors for residents in the district. From the little old lady who had trouble with her Social Security, to the guys who helped Bill Clinton evade the draft, they've spent their time in office kissing up to people.

People remember these individualized favors. And they often feel a debt to the Congressperson as a result. It's part of the political reality. Like it or not, it's something you should understand.

As a political animal, they have professional "spin doctors" on staff. Both the government payroll and the campaign payroll. Some of these pros go back and forth between payrolls, still serving the same political master.

Going into campaigns, with the big budgets they've accumulated, their advisors hold focus groups. Without telling people what politician they're really working for, registered voters get called and polled. This is to learn how to frame every issue in a campaign.

Groups of these voters -- who meet a profile of the district -- get a small amount of money and some ego-stroking to come into a controlled environment. In these focus groups, issues bounce around until candidates have a good idea of what motivates voters. From these focus groups emerge the themes of their campaigns and their political advertisements.

At least once a week, members of Congress sit down in a studio and tape sound bites. They talk about issues of concern to the people back home. They frame their accomplishments and the things they are doing the way they want them to appear. Then every radio station in the district gets a call and a feed of these tapes so that people can actually hear their voices.

Washington companies do the same thing for politicians with video clips fed back to TV stations in your district. Regular columns go to weekly newspapers. Newsreleases get sent to every publication in the district. The franking privilege allows professional newsletters from your representatives to go to every mailbox in the district. Even former U.S. Senator Bill Proxmire, famous for "Golden Fleece" awards and reelection campaigns for under \$250, exploited free mail to the voters.

When these politicians are in the district, they attend meetings of every type of group imaginable. They go out of their way to talk to as many people as possible. They play to the

motivator exclusivity. They make people feel special because they can go home and say they met a member of Congress.

This is not something you can fight. But it is something you can emulate. The more time and money you have for your campaign, the more people you should meet in the district. The more people you have helping you in the communications area, the more newsreleases you should get to the press. You have to run your campaign by their rules. So do it as well as possible.

On the Issues

One good thing about incumbents, they leave a trail. You can get their voting records and a history of their campaign promises.

As you go into your campaign, it's a good idea to get the incumbent's voting record. Then get old press accounts of what they promised in every campaign. The odds are good that you'll find plenty of inconsistencies. Document them and keep copies handy for any forums or debates where you share a podium.

The natural tendency for a politician, when faced with their record, is to tell the audience you are mistaken and have the record wrong. In the most warm and condescending tone, they'll try to pull the rug out from under you. Let them do that.

Then when you're at bat again, hold up a wad of paper with the voting records and tell the audience that you're terribly sorry to bring back an old topic, but the incumbent said you were wrong. Tell them that on such-and-such date the XYZ Gazette reported the candidate saying whatever it is you said earlier. Tell them that on such-and-such date the candidate voted the other way. Hold up the wads of paper, saying, "in my left hand is the press report and in my right your voting record. No mistakes here. You just lied to all these good people. No wonder why we need term limits."

The odds are good that no one will actually want to see what you're holding in your hands. The effect is all it takes. But be safe and have the materials, just in case.

I've seen politicians waving letters and papers in their hands to back up charges they make. Sometimes they don't even have what they say, but they understand the theatrics of politics. If they do something like this to you, ask to see the document. If it is wrong or misleading, make it known.

The Other Major Party Opposition

In races with an incumbent and a candidate from the other major party, the challenger will treat you a little differently than the incumbent. They'll still want to use you to beat up on their opposition and make it look like their ideas have broader support. But there's another element.

The other major party candidate views you as the spoiler. They think that every vote the incumbent doesn't get belongs to them. They view those votes almost from a proprietary sense. Therefore, they won't necessarily be as nice.

On the other hand, they have more money and connections with the media. If you can attack the incumbent, they'll use you. In that use, you may be elevated in the voters' eyes.

As an example of this phenomenon, in Jeff Frieber's state senate race, we discovered that the Democrat had some irregularities with the money in his campaign war chest. Irregularities that amounted to criminal money laundering. Legally, this didn't amount to a hill of beans because the elections board wouldn't act and the local district attorney was a political crony.

However, the Republican opponent enhanced our media efforts. We schedule a series of visits to the media one afternoon to level our charges and provide documentation as needed. Before setting out, Jeff attended a meet-the-candidates session at a major employer.

Just before leaving the event, Jeff gave a copy of our release outlining the charges to the Republican's campaign aide. Less than two hours later, when we arrived at the news room in the Capitol building, several reporters had already heard about the release. The Associated Press reporters wanted details because a fax of the release was already at their headquarters in Milwaukee. Suddenly, Jeff was a player. He got in the papers and was interviewed on the radio. One television network affiliate reported it on the Six O'clock Evening News. Too bad it happened in the last 48 hours of the race.

But it was fun and exciting to finally have broken through the unofficial media silence dogging us throughout the race. It was Jeff's first race and the first time in nearly a decade that a Libertarian ran in that part of Wisconsin. We managed to use the Republican to bash the Democrat and ultimately break the ice for Libertarians. Every Libertarian after that point has gotten better news coverage from start to finish.

What About Libertarian Primaries?

In another 1993 special election, two Libertarians ran against each other in a primary for a state assembly seat. Larry Boger and Steven Deibert faced off in a solid Republican District. Only one Democrat ran. Five Republicans ran.

Prior to this time, the news media had shut out Libertarian candidates completely before the primary. They told us that because we didn't have a primary, they weren't covering us. Here was our chance to make them put their money where their mouth was, so to speak.

As it turned out, it worked for Libertarians. The lone Democrat was actually shut out of a couple of debates and forums and got limited coverage. Our candidates got press and were included in the events.

Boger beat Deibert 21 to 8. The top Republican got 2,580 votes. While we didn't have the numbers, we did have a primary and that made our race newsworthy. It gave us an opportunity to sell Libertarian ideas to the public.

Staging a primary is one strategy to help get free media. If one candidate is stronger, let the party members know. But use the primary as an opportunity to start selling your message early. Welcome the free exchange of ideas a primary can produce.

The Republicans honor an 11th Commandment. Never bad mouth another Republican. It doesn't always get obeyed, but for the most part, that commandment is respected within the party. That's something we should adopt.

Use the primary system to sell our message. Look at it as an opportunity to have two sales people. You'll each have your own styles and ideas. The winner should win on merit. Avoid attacking each other -- especially on a personal level. Remember who the real enemy is -- the big government Democrats and Republicans. Don't mortally wound each other so that we don't grow as a party.

Collateral Materials

Your collateral materials are the basic tools you have for selling yourself. They include your letterhead and envelopes, one basic all-purpose brochure, and you.

With lots of money, you'd probably want to put out brochures on individual issues, yard signs, buttons, and bumper stickers. For an informational campaign, forget it. They're nice, but generally ineffective tools.

After the basic collateral materials, your priority for campaign spending has to be air time on television or radio. The broadcast media reaches the most people at the lowest cost per thousand people reached. And it's the most impressive to voters. People who see you on TV or hear you on the radio take you more seriously than just seeing a yard sign or two.

Letterhead and Envelopes

Your letterhead should reflect simplicity. Your campaign committee name -- with your name featured prominently -- your address, a listing of the campaign committee if you have enough names to make it look good, and the disclaimer at the bottom as required by law. The one that says "Authorized and paid for by XXX." Finally, if you have a simple, catchy slogan, use that.



Using the simple Statue of Liberty logo of the party as seen here is good. There's a sample letterhead in the Appendix for you to get an idea.

As to envelopes, use #10 business-size envelopes. Make sure they match your letterhead. If you are going to do mailings, get windowed envelopes. They cost a little bit more, but the amount of time you save by not addressing letters AND envelopes is well worth it.

Basic Brochure

Make it look as polished as possible. Spend a little bit extra to use black ink and one other color. Also spend a little bit more to print your brochure on a coated stock -- paper that gives your brochure a glossy look.

Hey, you're trying to be considered a viable alternative, aren't you? So look a little slick, like the big guys.

As far as the content goes, keep it simple and basic. Leave plenty of white space. Use bullet points. Avoid too much text. Most people are not going to read them anyway. And those who do will not finish them if they have too many words.

Repeat your campaign slogan and match the look of your letterhead and envelopes. That helps to prove consistency and organization.

No matter what else you include in your brochure, make sure to include your name, address and phone number. You want people who are interested in your campaign and the Libertarian Party to have a way to get in touch. Make it as easy as possible for them. Also include the "authorized and paid for by" disclaimer so that you don't get into trouble.

Yourself

You are your campaign's prime asset. If you want to be considered a viable alternative, you have to look the part. Besides, Libertarian ideas can sound pretty revolutionary to most uninformed voters. You'll have an easier time selling our message if you don't look like a revolutionary.

Men, wear white shirts with a tie. The tie is important. The only campaign I can remember where a tie was avoided was the first successful campaign of former U.S. Senator Rudy Boschwitz of Minnesota. The guy was an entrepreneur who started with nothing and became a millionaire with Plywood Minnesota.

Boschwitz was a TV personality of sorts, always appearing in televised commercials for his own business. Hundreds of thousands of people already recognized him wearing his Plywood Minnesota jacket. As a millionaire who was readily recognizable, maintaining that look through the campaign had its value. In his reelection campaign and as a senator, he switched to suits and ties. If you're a millionaire with an identity already established with most voters, OK, skip the tie. Otherwise, don't even think about it.

Women, dress appropriately for the job you seek. If you want people to believe you should be in Congress, look the part.

Everybody, if you sweat, wear a jacket. Be well groomed and clean. Keep your breath fresh so you don't turn off potential voters with whom you talk. You're marketing ideas that are new, put them in a package that's attractive and appealing to the best of your ability.

Once you've got the packaging in shape, take care of what comes out of that package. Never use those foul four-letter words. If you're agnostic or an atheist, don't bring it up. Use caution in choosing your words so as not to frighten voters. Remember, you have a message to sell, don't turn off the customer.

Before giving a speech, read it out loud a few times. Does it sound smooth and natural? If not, rework parts so that it appeals to your ear. Make eye contact with people. When shaking hands, always look the person in the eye when you meet them. Have a firm handshake, but not one that crushes bones.

Raising Money

Family and Friends

Your family and friends who live in and out of the district are the best places to start for seed money. Tell them about your race. Tell them what you hope to accomplish. Then ask them to help you by writing a check for whatever they can afford. Most people find this hard to do. Once you get over your fears of rejection you'll find that you can do it.

Direct Response

Also known as direct mail, this is the second way to raise money for your campaign. Most Libertarian Party organizations don't have much money, so what they can give your campaign is limited. On the other hand, the state party chair can make lists of members and prospective members available to you.

Start with the list of current and recently expired members of the party. Send them a letter asking for a donation. You'll find that five to ten percent of these people will send you a check. After that group, the list of prospects is the next best group to approach. These are people who have called for more information about the party, but for whatever reason, they haven't joined yet. You can also combine both lists for one mailing to kick off your campaign.

In writing your letter, first paint a picture of what the problem is in Washington. Remember the motivators! Play on the fears of people. What will happen to them if things keep going the way they are? Then tell them you can help change things. Stress that you can only do this with their support -- using the exclusivity motivator playing to their egos.

Besides your letter, enclose a response card for them to fill out. List suggested donations, starting with a high number first and then going down. Leave one blank space for "other" so that people can send you something other than what is suggested.

Also, include a pre-addressed return envelope. This makes it easier for people to return a check to you. If you include a self-addressed return envelope, you'll get more checks from the group of prospects.

There's a sample letter at the back of this manual to give you some ideas.

Events

Events are usually more trouble than they're worth. Especially if you live in a district that doesn't have an active Libertarian Party. Without an active party that meets regularly and has a track record of getting people to events, don't bother with fund raising events.

If you have a lot of people who would be willing to help, then by all means, go for it. That's part of the fun in campaigning. It also gives you an opportunity to speak and then issue a newsrelease saying that you were speaking to a crowd of people.

The Media

The media is your conduit to the voters. This is where you'll get the free press and air time to start letting them know about the politics of freedom. Too many Libertarians think the "media" is against them. This usually isn't the case. Understanding who "the media" is and what where they come from, you'll get through them to the people.

Another point to remember is that "press" is an outmoded term, as is "press release." Broadcasters may not say this to you, but when they see "press" on your materials, it sends up red flags. They think to themselves, this isn't for us, we've got no printing presses here. This bozo is in the dark ages. It's "news"release. The "news" media, etc.

Know the Nature of the Beast

There are times when Jack Kemp can sound almost like a libertarian thinker. Almost. He once made an astute assessment of today's media. Kemp suggested how Dan Rather would lead the evening news if Thomas Edison was alive today. Supposing he just got around to inventing the light bulb, it might sound like this:

Good evening. There's trouble brewing in the candle industry tonight. Thousands of people face layoffs . . .

The following day every member of Congress would issue releases saying that they'd use all of the resources of the federal government to preserve those jobs. Taxpayers would subsidize the continuation of candle production to keep it competitive. And the president would appoint a blue-ribbon task force to study the issue.

Ahhh, the times in which we live.

If you are to effectively tap into the beast, media, you need to understand the individuals involved. Is there a liberal slant in the media? You bet. Is there a liberal conspiracy in the media? Not on your life.

To understand this apparent dichotomy, you need to understand from where today's reporters come. Consider the expansion of colleges and universities in the late fifties and early sixties. Suddenly, tremendous numbers of people were expanding their formal education at four year institutions.

People in business -- the entrepreneurs -- were sending their children to college before bringing them into the family business. When their kids went off to school, they got degrees in business, medicine, the law.

Meanwhile, there was an explosion in the number of students entering college from working middle class homes and lower income households. The mere fact that these kids were in college was a source of family pride. It didn't matter what they studied, the fact that they had gone this far was part of the American dream. Their life would be better than that of their parents. These were the grandchildren of FDR's New Deal.

Because of this, for the past four decades, our universities cranked out teachers and journalists who have a similar background. They lack the diversity that once came out of these schools when a college education was a challenge for which people struggled.

Most of the reporters you deal with today are the products of public schools. They've lived their entire lives with the belief that government is their protector. That government is the only fair institution for dealing with society's ills.

Collectively, the media appears to have a liberal agenda. The reality is that these people are individuals who share similar backgrounds and belief systems. This colors everything they do, just as your libertarian philosophy colors everything you do.

Understanding this will make it easier for you to deal with reporters as people. When you start seeing them as human individuals, instead of as a part of a big liberal conspiracy, you can relate to them more effectively.

Beyond the background of reporters as human beings, another important consideration comes into play. During the last fifty years, the character of news has changed. Radio and then television moved ahead of newspapers as the news source for the masses. By their very nature, broadcasters are entertainers first. To hold their ratings and thus their advertising revenues, they must attract the widest possible audience. That means news has to be fast-paced and gripping. Most people don't want to sit and watch long discussions about the philosophy of governing.

Meanwhile, the number of daily newspapers -- the source of more in-depth examination of issues -- declines yearly. As the number of papers declined, the size of government grew at unprecedented levels. The amount of government for the media to watch has grown out of control. The number of newspaper reporters watching government has gone down. The stress of keeping up turns reporters into newsrelease processors. Very few investigative reporters with a grounding in political philosophy exist today.

Add to that the "Boys on the Bus" pack-journalism mentality -- a mentality that if the other paper is covering a certain story a certain way, why aren't you -- and you have a recipe for severely limiting a free press.

As an informational candidate, you can do things to get through by understanding the reality of today's media. Knowing the strains on today's limited number of reporters, it's your job to make it easy on them. Go to them, don't wait for them to come to you. They won't.

When you do get coverage from one source, others will follow. Exploit the pack journalism mentality. Make sure reporters see what others are doing when they cover you. And through it all, remember that reporters are people. Deal with them as you want them to deal with you.

Know Your Audience

As important as it is to understand the reporters who can get you into the media, you also have to understand their audience. A general readership newspaper and the average six o'clock news have the broadest possible audience. You get a cross section of all of the people you want to reach. After that, your audiences narrow.

There are daily and weekly newspapers for ethnic and racial communities, gay and lesbian groups, religious communities, trade associations, and special interest groups. Radio stations break down by format, which gives you age demographics to consider and also life style variations. When you talk to the reporters from these sources, keep in mind their audience.

When you talk to minority newspapers, show them how libertarian policies offer individual empowerment. Point out how current government policies keep minorities down. Show them you understand what their readers need and how your program can give it to them.

When you talk to a gay and lesbian paper, focus on the libertarian ideas of keeping the government out of people's private business. Tell them you think sodomy laws should be repealed. Tell them that sexual orientation is not a legitimate issue for the government to use in discriminating against people in the military.

Talk to the religious newspapers. Stress your belief in freedom of religion. Talk about

supporting school choice as the first step in breaking the monopoly of public schools. Let them know that you don't believe in using the tax dollars their members pay for abortions.

With radio reporters at stations that play contemporary music, don't discuss senior citizen issues. Talk about issues that fit the audience. When you talk to trade publications, narrow your discussions to how libertarian policies will help their specific profession or industry.

Target your message to be effective. You'll win more friends for liberty, and the reporters you deal with will appreciate the fact that you understand their job.

Newsrelease Basics

Unless your newsrelease contains the following five elements, it's not news. If it's not news, don't expect to see it get any coverage.

Who

Who said what? Who listened? Who came under attack? Name names.

What

What happened? What was the event? What was the charge? What is the challenge? Something has to happen.

When

When did it happen? When will it happen? When did you say something? When did you file your papers?

Where

Where did it happen? Where will the impact be felt? Where is the district?

Why, What For, How Come

Why did you say that? You want us to change our policy -- what for? How come you said that?

Get all of this in your first paragraph. Come back to details in the later paragraphs. Think it's tough? Consider this newsrelease opening in light of these five basics:

(Milwaukee) [where] The federal income tax can be abolished [what] according to one candidate for Congress [who]. James S. Rustad [who], the Libertarian candidate for Congress in the 9th District [who, where], told the North Side Business Association [who] last night [when] that the federal income tax is "unfair, complicated, invades everybody's privacy, and costs too much to administer." [why, what for, how come]

You Have to Do Something

It's not enough just to say something unless you're the president or the pope. Don't let delusions of grandeur fool you into thinking that just because you issue a statement, somebody should report it. You can do things at public events or at party events. Design your events, if you have to, but do something. Reporting means telling people what happened. A lengthy position paper isn't news.

Events, Real & Staged

Turn any event into a newsworthy story by creating a newsrelease. If you're a member of a club, ask to speak for a few minutes one day. Choose just one topic, suitable for a newsrelease. Write the newsrelease, including quotes, mail the release to the media in your district the day before the event. Just make sure that when you speak to the group, you repeat the quotes you included in your release and talk about what you said you talked about.

If this sounds unusual, remember that the presidents release copies of their major speeches ahead of time. Morning newspapers need the transcript if they want to make the first edition, so it's done as a courtesy.

If you're speaking at a public forum, plan something specific to say. Get a release out to all the weekly papers in the district saying that you spoke to such and such group. Highlight themes in the release as you plan to discuss.

If you're not getting invitations to speak and you can't find a group that will let you talk, be creative. There must be five or six Libertarian members in one of your communities. Get them together to talk politics. Read them your release or talk about what you say you're talking about in the release. Then your release can go something like, "speaking before Brown County Libertarians last night . . ." Get the picture?

Timing

Timing is everything, the old saying goes. It's probably not everything for an informational candidate. But it is important if you want to optimize your chances for getting news coverage.

Here are some basic guidelines to help you get your releases to news organizations at the best times. The U.S. Postal service will do in a pinch, but FAX capabilities are the wave of politics today.

For television coverage, FAX them a release a couple of days ahead of time. Announce what's going to happen if you want any chance of a news crew showing up. When you first announce your campaign, give every TV station in your district a color slide with a picture of yourself. That's what they use to flash behind the announcer if they do a story about you. If you release a simple announcement of something that already happened, FAX the information to them by noon of the day you seek coverage.

The peak audience for radio runs from six a.m. to 10 a.m. If you want them to cover your release about something that happened the night before, FAX it to their news department in the middle of the night -- right after the event when possible. If you get a call early in the morning, they'll probably use your voice on the air. Don't complain that they called too early!

Daily newspapers that come out in the morning "go to bed" at night. FAX your release

to them early in the evening -- say about seven p.m. Afternoon papers "go to bed" by 11 a.m. FAX stories to them by eight a.m. if you hope for inclusion that day. For Sunday papers, a good time to FAX a newsrelease is Saturday afternoon around one or two.

Weekly newspapers have a longer length of time between when the editors stop taking news and actually put the papers on the streets. If you want to get into a Thursday paper, try to have the release in their hands by five p.m. on the Monday before.

Magazines and special interest publications have the longest lead time. Don't expect them to cover things "as they happen." Instead, keep them on the mailing list so that they see what you're up to. Make it a point to get targeted news that fits their audience as early in the campaign as possible.

Who to Target

Newspapers

Daily

Daily papers see themselves as on top of stories at all levels of government. Target them with everything you release. Make a list of all of the papers that serve your district. If your district is adjacent to a major metropolitan area, include the big papers.

Visit a library and get the most current edition of Editor & Publisher's *The International Yearbook*. This publication lists all daily newspapers by state and then under individual city names. You'll also find the names of editors, addresses and phone numbers along with statistics about their circulation and advertising.

Weekly

Weekly newspapers tend to be much more localized in their focus. Send them releases about everything. Remember, though, you're more likely to see things that include the names of local people or issues that relate to their local community. One way to get in a weekly is to issue a release announcing the names of local people serving on your committee. Also keep in mind the issues of timing mentioned earlier when dealing with weekly papers.

Using the yearbook mentioned under daily newspapers, you can also get information about all weeklies, black, religious, foreign-language, and college newspapers.

Radio

Radio audiences are at their peak in the early morning hours. As the day goes on, the number of listeners and the age of listeners goes down. You can get the station information and key people out of the most current edition of *Broadcasting's Year Book*, available at most libraries.

Look for talk-radio stations for a chance to get extended time to discuss the issues of the day. Make it a point to drop in and visit with the news director at local radio stations whenever you're in town. In smaller communities, it's very likely that they'll tape a sound bite from you to use on that day's news.

Monitor radio call-in shows. When there's a topic that you can address as a Libertarian, call in to discuss your outlook on the issue. Pay attention to the tone of the callers before you call. Make your talk give those folks a solution to the problem they are concerned about.

An interesting thing to note about radio vs. television. Studies conducted for the Radio

Advertising Bureau show a distinct difference between how people process information received on the radio as opposed to television. It's one of those left brain - right brain things. The conclusion is that radio listeners look for the logic in a sales pitch. Facts are more important on the radio. That contrasts with television where emotions play a great role in influencing the audience.

This information is best evidenced in a political sense by looking at the results of the Nixon/Kennedy debate in 1960. At the end of those debates, polls asked people whom they felt won. Radio listeners were decidedly in favor of Nixon. They judged the content of what they heard. Television viewers gave the debate to Kennedy.

Viewers made judgments based on what they perceived happening. Nixon -- who was ill, refused makeup, and had a Five O'clock shadow -- didn't fair as well as the young, tanned Kennedy. Also, because of their positioning on the stage, Kennedy had a direct view of the person keeping time. Nixon had to shift his eyes to keep track of the time he used. Thus Nixon's case of "shiftiness" in that debate was more a matter of poor stage management.

Television

Television is the most powerful medium available to any candidate. Frequent, positive television exposure makes people comfortable with you. One broadcast can reach vast numbers of your potential voters.

The Radio section above talks about the difference between TV watchers and radio listeners. Targeting and timing to get the best coverage is also discussed in preceding sections.

Now here's a bit of advice that many Libertarians resist. Watch some prime time TV. Specifically, watch some top-rated programs like *60 Minutes*, *Home Improvement*, *Roseanne*, *Northern Exposure* and *The Simpsons*. If you use this time wisely, it will not be a waste for you as a candidate.

Consider that 15 to 25 million households tune in to these shows every week. Millions of people get into these shows. More people watch these programs than watch the nightly news. It's simply a part of our popular culture.

Just as it's important to localize and personalize your discussions about issues so people can relate to you, popular TV programs can help you earn the affinity of average voters. If you find an episode that deals with something that can be applied to a libertarian theme, use it. When you talk to voters and want to make a point, apply it to the characters in a sitcom.

Think it's foolishness? Ask Dan Quayle what happens when you attack *Murphy Brown*. Don't go overboard, but if you can season your talks with something people relate to, they'll pay more attention. You'll be more like one of them.

KISS: Keep It Simple, Stupid!

Considering the complexity of our federal government today and the depth of libertarian philosophy, this is challenging. But the hard, cold fact is that we live in a sound bite world. Find ways to keep all of your communications simple, uncomplicated, and easy to understand.

Most commercial advertising is kept at a sixth to eighth grade reading level. The average voter isn't stupid, but they don't have the patience to analyze political issues in detail. They simply do not have the grasp of the issue that you have.

Before you utter anything, ask yourself, are you communicating, or showing off? If you're communicating with the goal of increasing Libertarian Party membership, you're sensitive to the listener. Being sensitive means keeping it simple, among other things.

WII-FM: The Radio Station in Everybody's Head

Every one of us has our own little radio station in our heads. WII-FM is that station and spelled out it is *What's In It For Me?*

Before anyone buys the pitch you are selling, they ask themselves, "what's in it for me?". Knowing this, you need to frame your persuasive techniques to automatically answer this question.

Bill Clinton sells his health care plan by using the great fear motivator. He talks about losing your health care when you lose your job. He talks about being trapped in a job because you might not get health care when you seek a better position. He talks about health care as controlling those doctors and insurance companies who charge you too much money.

If you challenge Clinton's health care by talking about what bad policy government control of that much of our economy is, you've lost. Challenge him by talking about free markets, and you've lost. Challenge him by talking about medical savings accounts without a simple explanation of what they'll do, you've lost.

But tell people they may have to find a new doctor under Clinton Care, and they'll listen. Tell them there will be rationing of care like there is in Oregon, they'll start paying closer attention. Remind them that the government is in health care already with the Veterans Administration system and they'll begin to worry.

Give them a plan that will make insurance cheaper. Give them freedom of choice in choosing their own medical care. Give them the best medicine in the world at the lowest prices, and you win! Tell the voters what they'll get with your plan in terms that they can relate to.

Announcing Your Candidacy

Planning your campaign, circulating your petitions, talking with party people, and generally getting all your ducks in a row is the beginning of your organization. Once you're ready to go and everything is in order, your public announcement is a big deal.

Candidate announcements usually get the most favorable coverage possible. You want to do everything possible to get as much coverage as you can. Getting on the ballot is news.

So what should you do?

First, make an appointment with a photographer. Get a professional portrait taken of you. Make sure to include both black and white pictures and color slides. Once you select the best shot in each format, have enough 5 x 7 black and white glossy photos printed for every newspaper in and adjacent to your district. Then get about ten extra for those who lose them and the few requests that you will get during the race. Get enough color slides produced for each TV station in and near your district. Also get a couple extra to keep on hand for those stations who will lose the first one you send.

Then get your collateral materials printed. Use a copy of your photo on the cover of the brochure. Then draft the newsrelease announcing your campaign. There's a sample included at the back of this manual.

Have all these things ready to go on the day you file your papers.

Now plan your day. This is the big day when you make everything official, so you want it to go as well as possible.

If your district is big, you may have to rely on the FAX machine and mail to do some of the work for you. Or you may want to plan a couple of days to tour the district. If your district is compact, you can do it all in a day.

Get a map of your district and mark the location of every TV station, radio station and newspaper in the district. Now plan the most efficient way to visit as many of them as possible. Figure an average of 10 minutes at each, plus your travel time.

Start your day by seven a.m. at the most important daily newspaper published in the afternoon in your district. Give them your release, brochure and photo (if you don't have brochures yet, that's OK). Offer to answer any questions they might have. Most likely they'll thank you, confirm your phone number then send you on your way. That's fine because you have miles to go before you sleep.

Then hit the rest of the media in that general area. Move on to the next town or neighborhood until you visit all of the daily papers, TV stations and radio stations. If you have time to include them, visit the weekly papers too. But because they don't have the immediacy of the other media, you can mail your materials to them if you have to.

When you visit these people, ask who is responsible for covering your race if you don't already know. Write it down so that you can direct all future releases directly to that person.

Localize!

Whenever possible, put a plug for your local ties into the release. If you live in town, make sure it's highlighted prominently. If you address a specific issue of concern to the audience of the individual media outlet, call it to their attention. If you have people on your campaign committee from that area, point it out. Do anything you can to show the media that you have ties to their audience.

Distribute in Person

Hand delivering your first newsrelease in person is very important. It puts a real person in the minds of the editors, news directors and reporters. It shows that you're serious about the race. It makes you look organized. It's downright impressive for a Libertarian candidate.

If you have another release that's important and you have the time, make another swing like this through the district. Also try to visit all of the weekly newspapers at least once before the campaign is over. Always bring a newsrelease when you go. It doesn't have to be a special release, it can be one you were mailing out anyway. But as long as you're going to be in town, hand-deliver it to the publication.

And whatever you do, don't settle for giving your release to the receptionist. Unless, of course, it's a small weekly and the receptionist happens to own the paper. You want somebody in the news area to know that you made the personal visit. Otherwise you can go to all that effort and not get anything special out of it.

Saying Thank You

When the campaign is all said and done. Don't forget to say thank you. The best time to do this is on election day. First make sure you vote for yourself. Then, while you're waiting for the election returns to come in, sit down and pen a little letter to the editor. Send it to every paper in the district. Remember, your goal all along was to build party membership.

A succinct "thank you" can impress voters for the next time around. If you include a phone number or address, it also gives people a way to get more information. Here's a letter that Jeff Friebert used in Wisconsin that got into almost all of the papers:

To the Editor:

Thank you to the hundreds of people who voted for me while campaigning for the State Senate. After being out-spent by the Democrats and Republicans 200-1, it was refreshing to see that our message still managed to get out.

Libertarian activity continues to grow in Wisconsin as more people become tired of the same old promises and problems every election. Party membership increased nearly 50% in the past five months. Candidates ran in two of the three special senate elections and the race to replace Les Aspin. The three special elections coming up for the State Assembly will see at least that many Libertarian candidates.

If you want more information about the party, call the state headquarters toll-free at 1-800-236-9236. And thanks again to those of you who listened with open minds before voting this month. We'll be back.

Sincerely,
Jeffrey D. Friebert

Special Interest Groups

Once your papers are filed and you are certified for the ballot, you will start to get information and questionnaires in the mail. These will come from a variety of special interest groups. Answer them completely and quickly. Your response makes sure you get included in mailings to the members of these groups. On rare occasions, you might even pick up an endorsement.

This is another vehicle you can employ to frame libertarian solutions for people concerned about specific issues. Some groups you cannot please. Others will sit up and take notice of your approach. Either way, it's another chance to use free methods to persuade people about the value of our message. Nothing looks worse to a member of a special group than a "candidate did not respond" to their concerns.

Pro Life/Pro Choice

You'll hear from a few of these groups during the campaign. This is your call. Officially the national Libertarian Party has a pro choice stand. On the other hand, there is a vocal group of equally dedicated Libertarians who are pro life. Your conscience will be your guide. Either way, always use the phrases pro life or pro choice. Anti choice and pro abortion are buzz phrases that get people's dander up unnecessarily. If your main goal is to sell libertarian ideals, it doesn't make sense to insult people.

If you are pro life, you'll know how to answer the questions. For pro choice people, here are some ideas on how to make your position more palatable to the pro life people.

One way to address government intervention in reproductive rights is to frame the issue as one of jurisdiction. We live in a democracy where government is limited in authority. People understand federal, state and local jurisdiction for government. When it comes to one's own body, the jurisdiction is your own. So even if abortion is a heinous crime in your mind, it is not a proper function of any governmental agency to violate the jurisdiction of an individual's body.

Another area where Libertarians can stand out from the liberal pro choice crowd when talking about the abortion issue is the area of government funding. Opposing government funding for abortions is appreciated by the pro life crowd. Also, they often ask about funding birth control clinics in public schools -- another area where pro choice Libertarians can score points with the pro life movement.

Finally, pro life organizations are very sensitive to First Amendment issues. Because they get out to protest, they're afraid of recent decisions and attacks on their right to express their opinion. Tell them that you support their right to protest, as long as they don't hurt other people. Even if they don't ask you about this issue, make it a point to add a note telling them this.

The Quirky Nature of the NRA

Most Libertarians deserve an "A" rating from the National Rifle Association. Libertarians deserve the NRA's endorsement. But that organization pays back old favors and tries to pick someone they think will win. Because of that, they've thrown their weight behind less than loyal Republicans, finding Democrats to be a greater evil.

In light of recent setbacks for gun owners, the NRA is experiencing some fundamental changes in their thinking. Just in their thinking -- not their actions, yet.

Several leaders within the NRA have come to the conclusion that the drug war is directly responsible for violent crime. As a result, the drug war is responsible for the erosion of support for the Second Amendment. No kidding.

Don't look for the NRA to publicly embrace an end to the drug war in the near future. But they have toned down their anti-drug rhetoric. You can see the evolution in their thinking if you look closely.

The NRA can be quirky though. In 1984 in a state senate race in Wisconsin, both Republican Loren Anderson and incumbent Democrat Lloyd Kincaid received "A" ratings from the NRA. Both candidates were lifetime members of the NRA. But because the incumbent had done favors for the NRA in the past, they decided to give him a little boost. Within days of the general election, all of their members in the district got an urgent appeal. They told members that their right to keep and bear arms was in jeopardy. NRA said that if they didn't vote for Lloyd Kincaid, they'd lose ground. Utterly untrue considering who would replace him, but that's the way they handled things.

On the other hand, the NRA entertained a 1994 proposal from the Peace & Freedom party candidate for State Treasurer in California. Because the P&F candidate was pro gun while pro choice on the abortion issue, talk of helping that candidate out in one form or another had a unique twist. You see, the Democrat in the race, State Senate President David Roberti embraced most liberal ideology, except that he is pro life. If the P&F candidate does well -- the theory was -- enough pro choice votes would drain away from Roberti. Ultimately that would give the race to the Republican. Did the NRA play any role in this campaign? It's untraceable. Such is the state of politics in America today.

So what does all of this mean to you as an informational candidate? There are some things you can do to win the voters who support gun rights, with or without the NRA. Simply by being a member of NRA and including that information on your campaign materials will help. Dropping in on a gun show or two and shaking hands and handing out a few brochures will help. You'll make friends with people who vote, and they will know first hand you are a friend.

Finally, if you can come up with a creative reason why the NRA or one of its affiliated organizations should help you do well -- even if it's just to play the spoiler -- send them a proposal. The worst thing they can do is say no. Conversely, they may find your reasoning compelling enough to help you. More money means you can do a better job of selling liberty.

The Politicalized League of Women Voters

If you've seen the paid advertisements the League of Women Voters has been running on the health care issue, you can see they've taken a decidedly statist turn. Despite the information they've been spewing out, they don't discuss whether this is a proper function of government.

The League, once known for its nonpartisan efforts to get candidates in front of voters talking about issues, now has an agenda of its own. Because of this, you can tell what their membership wants.

After you're on the ballot, you will be contacted by your state chapter of the League of Women Voters. They will send you a questionnaire asking about a few issues. When you get their questionnaire, fill it out and return it as soon as possible. You'll find that there isn't much time between when you actually receive their materials and when they want them back. Being prompt is the key in getting your statements included in the big mailings they circulate before an election. It helps to: stay within the number of words they limit you to, type your responses, and sign your questionnaire. Make sure you make a notation of the district number in which you are running.

Here are the four stock questions they asked of candidates in Wisconsin in 1993, with the responses we included for Jeff Friebert:

QUESTION: What are the most important issues facing the legislature in the next four years and what specific proposals do you offer?

ANSWER: Why has this nation changed; going from being one of the most prosperous and progressive countries to one of increasing deterioration and violence? Shakespeare observed, "The cause dear friend, lies not in the stars, but in ourselves." The problems we face are the result of abandoning our libertarian heritage.

Thomas Jefferson and America's other founders understood the values required for a free, peaceful and prosperous society: individual liberty, economic freedom and limited government.

The most important issues facing the legislature in the next four years: affordable health care, the environment, ending violence and crime associated with our drug problem, education reform, and judicial reform.

I would apply our founding principles of individual liberty and responsibility to these problems. I have detailed proposals for these priorities, but your space requirements prevent me from getting into specifics, but I will respond in detail to anyone writing for more information.

QUESTION: Do you support election reform, including increased public financing of campaigns and limiting the use of "soft" money (from political parties, independent expenditures and PACS) in campaigns?

ANSWER: I would support increasing public financing only to

the limits that citizens voluntarily check off a contribution to the fund on their tax forms. I would not support efforts to limit the use of "soft" money in campaigns because I believe that would interfere with the rights guaranteed under the First Amendment. I would however, support complete disclosure about the use of such "soft" money so that voters can make informed decisions.

QUESTION: Do you support a woman's right to reproductive freedom, including abortion?

ANSWER: Yes.

QUESTION: Do you support health care reform to guarantee that every citizen has access?

ANSWER: I am convinced that the government cannot manage health care. We can look to the Veterans Administration to see how miserably the federal government administers national health care on a small scale.

The key problem with health care today is the expense. This expense is driven up by too much government regulation which discourages the development of new drugs and technologies while driving the cost of treatment through the roof. The problem is compounded with protectionist legislation which limits health care choices to an exclusive monopoly of AMA approved physicians and limits the number of people becoming doctors unfairly.

I believe that we need to phase government out of most of health care gradually, taking care not to punish the poor in the process. This will dramatically reduce the costs, stimulate competition, and put health care back within the reach of all people.

The Green Lobby

At a policy forum sponsored by the Cato Institute on May 12, 1994, R. J. Smith, senior environmental scholar with the Competitive Enterprise Institute shared an astonishing revelation. The top 20 environmental political action organizations now take in over \$1 billion annually.

Most of these groups believe with their hearts and souls that the only way you can protect the environment is through government action. They fail to see that the government is the biggest polluter of all time. They also fail to see how the EPA has made it nearly impossible for individuals damaged by toxic wastes to seek relief through the courts.

People care about the environment. What they don't understand is that if you got the bureaucracies -- both the governmental and the special interest groups -- out of environmental policies, there would be a lot of money to do positive things. Part of your job as an informational candidate will be to teach voters how private property rights means protection of resources. A key way to present this idea in simple terms is to compare home owners to renters with regard to who takes better care of property. Show people that when there's an individual investment at stake, the resources will be preserved for future generations.

The "greenest" party is the Libertarian Party. The solutions we offer will work to save our planet. For a great brochure about environmental issues from a libertarian perspective, write to the International Society for Individual Liberty. Their address is in the appendix. Send them a dollar and ask for Dr. Mary Ruwart's "The Pollution Solution." It's a concise little document that will help any libertarian deal with this issue more effectively.

Taxpayer Organizations

If you don't hear from them, you should try to make contact. Face it, Libertarians offer the best solution to soaring taxes. Cut, cut, and cut some more.

As a Libertarian, you know all the right answers for whatever they may ask. This section is only meant to remind you to make friends with these people. These are the folks who will move in our direction ahead of the rest.

Other Groups

As a candidate for public office, you'll hear from a wide assortment of groups. Some you'll find hard to believe exist. You'll hear from utility investors, teachers, school choice advocates, school board and administrator organizations, feminist groups, and many more. The point is, respond to all of them as quickly as possible.

Look for the problem they address. Then tell them how a libertarian approach will solve the problem -- without the need for government. Don't be abrupt. Don't sound harsh -- to their ears!

Usually, you are dealing with individuals who really do care about an issue. You have to think about where they come from, and then talk to them in their language. Persuade them that you care. Show them you have a fresh, new idea to solve their problem.

100 Tips

1. Dress Up for public appearances. When presenting revolutionary, new ideas, you want to look as straight-laced as possible.
2. Don't argue with voters. If their mind is set, move on to people you have a better chance in persuading.
3. Talk benefits, not features. As in any selling situation, avoid technical discussions of features. Concentrate on how a more libertarian government will benefit the listener.
4. When talking to property owners, emphasize how privatizing government services will enable them to get the services they want at a much lower price with more individual choice and greater efficiency.
5. When talking to liberals, emphasize that you are very concerned with helping the poor and downtrodden and making the world a better place for everybody. Explain that liberty and the free market are intelligent compassion -- compassion that really works.
6. When talking to police officers, emphasize how eliminating victimless crime laws and socialized justice will make society safer; decrease the danger they face from violent criminals; create an efficient court system; eliminate prison overcrowding and revolving door justice; and make them champions of justice and decency in the eyes of the community.
7. When talking with military people and vets, emphasize how restricting the role of the military to defense of the U.S. will enable them to protect their families and friends without risking World War III; make the U.S. so wealthy and scientifically advanced that no adversary could conquer us; and put them at less risk by taking them out of harm's way. Emphasize that liberty is patriotic -- the most important of traditional American values.
8. When talking with teachers, emphasize how a free market will enable them to regain control of their classroom and curricula, give them more freedom to teach the way they want to, and enable them to make more money as their competence grows.
9. When sending out a fundraising letter, always use a P.S. It increases response. Use the "P.S." to highlight the main purpose of your letter and call people to action, now.
10. Remember that in a debate where arguments are either emotional or logical, emotion always wins in the eyes of the audience.
11. When going door to door, always knock on the door and meet somebody inside. Otherwise people won't know that you, the candidate, actually stopped by.
12. If no one is home when you are knocking on doors, hand write a little note on your

brochure saying, "Sorry I missed you" and sign the note.

13. Save even more time, do the handwriting in Tip #12 in the evening while sitting at home. Have a bunch of them in your pocket when you go door to door so that you can pull one out as needed. It saves valuable daylight hours.
14. Make sure you include your middle initial so that it appears on the ballot. The Republican Party conducted tests that showed candidates who use them get a few more votes (EXCEPTION: Don't do this if you have a special name or theme like 1994 Libertarian U.S. Senate candidate James Dean, Rebel With A Cause).
15. Smile! Make people feel that you are a warm and approachable human being.
16. Vote -- for yourself. One of the Libertarian state legislators in New Hampshire compared the list of party members with voter registration lists and discovered that over half of New Hampshire's Libertarians were not even registered voters.
17. If the media asks you if you're from the party of Lyndon LaRuche, respond, "No. Lyndon LaRuche is a Democrat." He's always run in the Democratic primaries for president.
18. If the media asks you about Howard Stern, tell them, "We're a growing party and a lot of new people are getting involved. The Democrats have Lyndon LaRuche, Jesse Jackson, Jane Fonda and Bill Clinton. The Republicans have David Duke, Jesse Helms and Jerry Falwell. I suspect that as we grow, we'll discover more diversity. But we have a common principle of less government that we all believe."
19. If the media asks you if you're in favor of making drugs available to children, tell them "No. But taking care of kids is a parent's job, not a job for taxpayers."
20. When the media asks you about health care, tell them you agree major reform is needed to make health care more affordable so that everyone can have access, but the ideas of the president -- and the Republicans with their Clinton-lite -- won't do that.
21. When the media asks you if you really think you have a chance of winning, remind them that Minnesota elected their governor by write-in in 1990 -- so anything is possible -- if they give your ideas a fair hearing.
22. If you're sending out a big, bulk mailing, buy bulk stamps from the post office. They're available in rolls of 500 and tests have shown that a "live" stamp gives your mail a better chance of getting opened than using a pre-printed indicia on the envelope.
23. If an uninformed reporter asks you if a Libertarian has ever been elected, tell them that four members of the state house in New Hampshire are Libertarians and that there are over 100 Libertarians now elected to local offices around the country.
24. If you can afford to make a good television commercial, check with cable companies in

local communities. You can buy local time through the cable companies that target just their service areas and specific television shows -- at prices comparable to radio!

25. If you cannot afford to have a good television commercial produced and buy enough air time so that it is seen several times, don't even try.
26. When you go into a restaurant during the campaign, make it a point to shake hands with other diners and leave a brochure or card behind at the table.
27. When you're out knocking at doors, don't get into long discussions with people. Instead, tell them you have a lot of homes to cover. Then invite them to some event you'll be at in the near future to get more details. Or get their name and address and mail something as a follow-up later.
28. When you meet somebody who's very interested in the party, get their name, address and phone number and send it to your state party organization so that they can send membership information to them.
29. If you are running for Congress and there are Libertarian candidates running for state races in your district, schedule a joint "Meet the Candidates" forum and invite the public.
30. When you want press coverage of an event, give them something newsworthy to bite on, and invite them 3 to 7 days in advance.
31. Keep your newsreleases short. Reporters say that releases over one page double-spaced get junked. Give them enough to whet their appetite and call you. Once they've committed the time to call, you'll probably get them to do a story. Too much information can be enough for them to dismiss you from the start.
32. Use startling headlines on your news releases to grab attention.
33. Use public lists to send mail targeted at potential voters from specific professions. Everybody who has to have a license has their name and address in a state file somewhere. This includes realtors, lawyers, and even beauticians to name just three.
34. Have a county fair booth for the party or your campaign. Use volunteers to staff the booth when possible so that you can walk around outside and shake hands.
35. Get a name badge made right at the beginning of the campaign that has your name -- as it will appear on the ballot -- along with your congressional district. Make it look professional, like you might already be the Congressperson.
36. Wear your name badge whenever you're not in the house. Wear it to work, to church, to the corner store to get a paper.
37. Go to club meetings with friends. Get your friends who belong to civic groups to take you along as a guest so that you have a chance to meet new voters and they can see you.

38. Don't be a wall flower. Whenever you're at events or public gatherings, make it a point to circulate. Extend your hand, introduce yourself, and ask people their names and where they live.
39. Get to know your district. Know the towns, the counties, the parishes, the county seats. And it doesn't hurt to know who the politicians are around your district either.
40. Don't forget to identify yourself when you call in to radio call-in shows.
41. Have magnetic signs made for your car doors or get one of those car-topper deals. Have your name and the office you're seeking on it. It will be impressive when people arrive for events and see you're serious.
42. Just because you don't have the big budget for thousands of yard signs shouldn't hold you down from being creative. Paint up a big sign to post in your front yard. Make sure your neighbors know somebody from the neighborhood is on the ballot.
43. Read Mary Ruwart's *Healing Our World* for some good, down-to-earth practical applications of libertarian ideas to local issues.
44. Read David Bergland's *Libertarianism in One Lesson*, the sixth edition or later, for a good look at basic libertarianism, post cold war and after the fall of the Soviet empire.
45. The following Thomas Jefferson quote is a good one to use on your brochure: "A wise and frugal government which shall restrain men from injuring one another, which shall leave them otherwise free to regulate their own pursuits of industry and improvement, and shall not take from the mouth of labor the bread it has earned -- this is the sum of good government."
46. Keep It Simple, Stupid!
47. Avoid sarcasm in public statements -- unless it's widely funny and directed at an incumbent.
48. Never bad-mouth another Libertarian in public. Save it for the privacy of your home or a Libertarian gathering without the press or potential new members. Your goal is to build a party -- not define it.
49. If you have the choice, drive an American-made car to meet the candidate events and forums. Some people actually check that out.
50. WII-FM. Remember that radio station in everybody's head: What's In It For Me.
51. Have black and white 5 x 7 glossies for every daily and weekly newspaper in your district. Have them done by a professional photographer.
52. Have color slides of your portrait done for every TV station in your district.

53. Makes sure that you attach your name and the office you seek on the back of your photos and to your slides. They have a way of getting lost.
54. Practice giving your speeches out loud when you're alone first. Do it in front of a mirror so you can see your facial expressions.
55. After practicing alone for a while, give your speech to your friends and family. The practice will come in handy when you sound smoother in front of an audience.
56. When giving a speech, select three or four different people in different parts of the audience. Talk directly to them. Smile, win them over. Everyone sitting in that vicinity will think you're talking to them. Go back and forth between them with some frequency.
57. Subscribe to as many of the newspapers in your district that you can afford. Follow the letters section to see what issues are concerning people the most. Build them into your speeches and news releases.
58. Keep a news clipping file of any press you do get.
59. After you've gotten some good press, include photo copies in a follow-up fundraising letter to members showing them that you're making progress.
60. If you're just not getting anywhere with press coverage -- in other words, if the major party candidates are getting all the press and you're getting none -- send a memo to the top brass at the publication. Put it in memo form listing every editor and the publisher from the paper. Ask if they're biased against you. Then mail the memo in individual envelopes to each person on the "to" list.
61. If you have access to a button machine so that you can make a few, and if you've got children, have them wear them to school. Kids talk about these things when they go home, and teachers notice them, too.
62. Exercise the best personal hygiene. Be clean. If you spill something on your tie or skirt, change. When you're campaigning out of town, bring extra garments in case you need to make a quick change.
63. Guys, if you have a dense beard and that Five O'clock shadow shows up by 3, have a battery operated razor with you. I once stood outside a radio station, behind the trunk of a car as a Congressman made himself more presentable late in the afternoon.
64. Have a sense of humor!
65. Certain clothing colors have a subliminally positive impact. When you're speaking to a group of people, if the group is mostly female, wear purple. If the group of people is primarily male wear red. For male candidates, limit this to your necktie. For women, include the colors with accessories or your dress.

66. If you have a personal computer, get on line. Libertarians lead the way when it comes to the information age. You'll find people you can discuss issues with and a number of good resources. To follow interests of a national concern as they happen, subscribe by sending your request from the internet to: LPUS-request@dehnbase.fidonet.org. If you subscribe to CompuServe, send your request to: >internet:LPUS-request@dehnbase.fidonet.org.
67. If you want to track legislation in your state or in Congress, send \$1 and a self-addressed stamped envelope to: Government Research Service, 710 Jackson St., Topeka, KS 66603. Request their Legislative Hotline Directory. You'll get a directory with local and toll-free numbers you can use to check any bill in Congress or any state legislature.
68. When speaking in front of people, loosen up and move a little. 55% of people form their perceptions of you by your body language, 38% by your vocal quality, and only 7% by your words.
69. To make your speeches come across better, back up your opinions with real life stories and factual examples. Don't go more than three or four minutes at a time without including these little slice-of-life segments.
70. Make sure your last words are up-beat when speaking to people. Ask a provocative question, offer a famous quote that ties into your theme, tell a story, or just leave the audience smiling.
71. You can win Perot supporters to your side by remembering that they despise and distrust Congress. Push buttons that talk about the abuse of power and privilege by incumbents.
72. When you produce your brochure, use pictures. Pictures draw readers attention better than headlines -- and much better than text. Where you can get pictures that apply to certain topics, put your message in brief captions. More people will read them than will read columns of text.
73. When sending out direct mail, avoid using address labels if at all possible. Labels make people think "junk mail." A typed (or lasered) address is good -- whether on the envelope or showing through the window -- it makes people think it's more personal. Handwritten, blue ballpoint pen ink is the most effect form of address to get your mail opened. It's not too practical for big mailings, but if you have lots of volunteers and little money, it's a good approach.
74. Put a teaser on envelopes for bulk mailings and fund raisers. Use the word "you" if possible and it doesn't hurt to throw in a benefit (i.e. Are you fed up with politicians?, Here's a way you can lower your taxes this year, etc.).
75. With envelope teasers, keep them (and all other printed copy) off the bottom 5/8 inch of your envelope. That's where the post office puts bar codes and having printed information down there will slow down your mail.
76. To keep your mailing list up-to-date, include the phrase "ADDRESS CORRECTION

REQUESTED". First class mail will be forwarded and a separate card will come back to you with the new address. Bulk mail will be returned to you with the correct address applied and you'll be charged 35¢. Not a bad price to pay considering that without this information on bulk mail, you can keep mailing to an address forever and the Post Office on the other end just discards bulk mail that's not addressed correctly.

77. If you come under attack by a major party candidate, respond with "Well, I must be doing pretty good in the polls for the incumbent to attack me." Then go on to counter the charges appropriately. Stay calm and make sure reporters know you're doing better than anyone expected.
78. The National Women's Political Caucus conducts campaign seminars throughout the nation to help teach female candidates and key campaign people how to run campaigns. Get information about events they've scheduled and the local contact person by calling their Washington office at (202) 898-1100.
79. Keep a journal. Log your activities and what happens in the media and on election day. It can help you if you run for office again -- or it can help the next Libertarian in the race.
80. After the election, get a breakdown of your vote totals by every precinct in your district. Notify your state chair about those precincts where you did better than average as a potential area for party-building activities.
81. According to a Yale University study, the most persuasive words in the English language are: proven, guarantee, easy, discover, love, money, safety, save, you, results, need, and health. Use them often in your written and spoken efforts to promote the politics of freedom.
82. Read P.J. O'Rourke's *Parliament of Whores*. A lone humorist attempts to explain the entire U.S. government. There's a lot of good stuff in this book that you can use in anecdotal form during talks you give. It's fast-paced reading and excellent sarcasm that'll have you rolling with laughter.
83. When you pass out your newsrelease announcing your candidacy, be sure to mail one to Randy Langhenry, editor of *LP News*, at P.O. Box 3391, Gainesville, GA 30503.
84. Another technique for making friends for liberty and winning votes that you can do in your spare time is writing to authors of "Letters to the Editor". When you see a district resident's letter appear, and that letter comes from a decidedly libertarian point of view, drop the author a note. Tell them you couldn't agree with them more. People love to be recognized for their public statements. Don't waste your time writing to people you don't agree with. You can usually look up addresses in the phone book.
85. If you own a video cam, record a speech you plan to give in the privacy of your own home. Later, watch the tape. See if you make enough eye contact around the room. Look for places where you can add gestures for emphasis.

86. Before preparing a speech, or even addressing a topic when it's your turn at a candidates' forum, ask yourself, "What's the one thing I want this audience to remember when they go home?" Then make sure what you say hits that point hard and in terms your audience can relate to.
87. When asked if anybody agrees with your major principles who holds (or recently held) public office, you could mention the following, if you want: U.S. Senators Seymour(CA), Brown(CO), Mack(FL), Craig and Symms (ID), Coats(IN), McConnell(KY), Smith(NH), Gorton(WA), and Wallop(WY). They are not Libertarians, but when you compile their most recent voting records, rate their votes on the economic and social scales of the Nolan Chart (World's Smallest Political Quiz), they fall into the libertarian quadrant.
88. Believe in yourself. The success you achieve comes from listening to yourself and believing that your dreams have value. Honor your vision with action.
89. Stick to your principles. Without credibility, integrity and the courage of your convictions, people won't trust you. Even people who disagree with you will respect you when you live by your principles.
90. For your own personal safety, when campaigning in a strange city, don't use a map at an intersection. You don't want would-be criminals to think you're an easy mark.
91. Set reasonable goals for your campaign. Decide in advance how many new members you'd like to bring into the party and how many votes you'd like to get. If there are only 25 or 50 members in your district now, matching that number is a 100% increase in membership -- great growth in one season! If you've never run for office before and you don't have much of a budget, shoot for 1% of the vote this time around. The next time you run, you'll have more name recognition, more volunteers, more money and a shot at doubling or tripling your totals!
92. Spend more time listening than talking when you meet people one on one. People buy products -- and chose elected leaders -- for their reasons, not yours. Your job is to explain how liberty will meet their needs. If you don't listen, you won't know those needs.
93. Emphasize areas of agreement. Avoid areas of disagreement. If a conservative tells you he likes your free market principles but disagrees with your position on drugs, congratulate that person on recognizing the importance of traditional American values. At a much later time you can talk about drugs. But then do it in terms of their values of safety, individual responsibility, family, and economic efficiency -- not civil liberties.
94. Follow-up! Once somebody asks for more information or donates money, thank them and maintain contact. Anyone who does anything should receive thank you notes and get praise at meetings. Create good will and encourage further involvement.
95. To help you deal with feminist issues from a libertarian perspective, write to Feminists for Free Expression, 39 West 14 Street, Suite 403, New York, NY 10011 and Association of Libertarian Feminists, P.O. Box 20252, New York, NY 10011.

96. For a free sample of a good newsletter with campaigning tidbits, write to Grass Roots Campaigning, Box 7281, Little Rock, AR 72217.
97. Advocates for Self-Government offer a number of tapes on improving communications skills and presenting libertarian ideas effectively. Contact them at 3955 Pleasantdale Road, #106A, Atlanta, GA 30340. (404) 417-1304.
98. Sound-bite material from a free market perspective is available through "Intellectual Ammunition" for \$49 annually. For more information contact The Heartland Institute at 634 Wabash Ave., 2nd Floor, Chicago, IL 60605. (312) 427-3060.
99. Keep a calendar and always show up a little early for events.
100. Have fun! You're firing the first shots in a peaceful revolution to restore America's libertarian heritage. It took a long time to pull our government away from the principles of the founders. Take pride in seeing the growth you start now. Work to maintain that growth and we'll see significant change in our lifetime.

Appendix State Chairs

State	Chair	Address	Phone
Alabama	Mike Probst	6133-H Eden East Drive Montgomery 36117	205-270-8643
Alaska	Len Karpinski	3030 Balchen Dr. Anchorage 99517	907-248-4367
Arizona	Rick Tompkins	4730 West Northern, #1063 Glendale 85301	602-930-1268
Arkansas	Matt Richard	321 South Martin Little Rock 72205	501-661-9622
California	Kim Goldsworthy	3436 Chariette Ave. Rosemead 91770	818-280-5644
Colorado	David Aitken	1240 Ogden St. #4 Denver 80218-1930	303-831-4334
Connecticut	Carl Vassar	143 Fernwood Road Trumbull 06611	203-261-8721
Delaware	Mike Smith	1502 Bonwood Road Wilmington 19804	302-654-5244
District of Columbia	Alan Forschler	1718 P St. NW, #503 Washington 20036	202-797-9877
Florida	Brian Dietz	2383 Tamiami Trail South Venice 34283	813-488-4733

Georgia	Montague "Cosmos" Boyd	40 Mont Clair Dr. NE Atlanta 30309	404-332-9031
Guam	Jona Bergland	c/o UOG Marine Lab at UOG Station Mangilao 96923	671-734-3230
Hawaii	Blase Harris, MD	1188 Bishop Street, #2312 Honolulu 96813	808-595-8361
Idaho	Peter Hull	320 SE Main Blackfoot 83221	208-785-4862
Illinois	Jeanette Clinkunbroomer	7740 North Nordica, #2D Niles 60714	708-966-0565
Indiana	Barbara Bourland	606 Wilshire Ave. West Lafayette 47906	317-463-6601
Iowa	Marcia Roewe	3405 Woodland Ave. West Des Moines 50266	515-223-3001
Kansas	Dan Reagan	4045 West Murdock, #102 Wichita 67212	316-942-3491
Kentucky	John Kilpatrick	641 Rawlings St. Louisville 40217-1149	502-635-1153
Louisiana	Wayne Parker	12653 Roundsaville Road Baton Rouge 70818	504-261-6043
Maine	Richard Eaton	P.O. Box 2037 Norway 04268	207-743-0770
Maryland	Jesse Markowitz	5 Copps Hill Road Gaithersburg 20879-2431	310-990-7512
Massachusetts	Dean Cook	32 Linwood Street Lynn 01905	617-593-2547
Michigan	Keith Edwards	22131 Marter Road St. Clair Shores 48080	313-777-7468
Minnesota	Caryn Cohen	900 West 25th St. #5 Minneapolis 55405	612-377-9614
Mississippi	Bob Chapuis	187 Way Road, #D6 Canton 39046	601-859-8157
Missouri	Phillip Horras	1530 East Berkeley Springfield 65804	417-886-3328
Montana	Wyatt Vaught	228 Eddy Avenue Missoula 59801	406-728-2707
Nebraska	Andy Miller	321 Paradise Drive Gretna 68028-7890	402-332-4734
Nevada	Jim L. Burns	3324 Thomas Ave., #A North Las Vegas 89030	702-642-4165

New Hampshire	Jeff Emery	Box 83 Wentworth 03282	603-764-5509
New Jersey	Spencer Layman	179 Ravine Drive Matawan 07747	908-583-2816
New Mexico	Kay Stone	P.O. Box 944 Alamogordo 88311	505-437-6546
New York	Gail Pannepacker-Bova	142 Boyle Road Seldon 11784-1946	516-698-0915
North Carolina	Scott McLaughlin	P.O. Box 1532 High Point 27261	800-292-3766
North Dakota	Martin Riske	20 Brianwood Place Fargo 58104	701-241-9687
Ohio	Jack Matheney	74 Vandergrift Drive Riverside 45431	513-254-5035
Oklahoma	Mike Todd	7441 East 7th Street Tulsa 74112	918-836-4873
Oregon	Gene Nanni	4335 SE 28th Place Portland 97202	503-235-9810
Pennsylvania	Ken Sturzenacker	P.O. Box 4451 Allentown 18105	800-774-4487
Rhode Island	Karl Waldman	9 Job Drive West Kingston 02892-1022	401-539-2779
South Carolina	Steve Vandervelde	P.O. Box 11185 Columbia 29211	803-254-3204
South Dakota	Gus Hercules	RR 1, Box 2665 Rapid City 57702	605-342-4242
Tennessee	Scott Benson	5116 Brittany Drive Old Hickory 37138-1250	615-758-5906
Texas	Jay Manifold	P.O. Box 140577 Irving 75014	214-252-9854
Utah	Jim Elwell	1722 W. 3860 S., #A302 Salt Lake City 84119	800-280-7900
Vermont	Larry Phillips	109 Buell Street, #1 Burlington 05401	802-862-8038
Virginia	Richard E. Sincere, Jr.	1300 S. Arlington Ridge Rd. Suite 307 Arlington 22202	703-920-4023
Washington	Jim Campton	3001 South 288th Federal Way 98003	206-941-4547
West Virginia	John Brown	54 Cedar Drive Hurricane 25526-9220	304-345-3421

Wisconsin	Ron Emery	1523 13th Avenue Grafton 53024	414-377-0325
Wyoming	Dennis Brossman	653 Washakie Street Lander 82520	304-292-0166

Think Tanks, Etc.

Acton Institute
161 Ottawa Avenue, NW, Suite 405
Grand Rapids, MI 49503
(616) 454-3080

Advocates for Self-Government, Inc.
3955 Pleasantdale Road, #106A
Atlanta, GA 30340
(404) 417-1304

American Legislative Exchange Council
214 Massachusetts Avenue, NE, Suite 400
Washington, DC 20002
(202) 547-4646

Atlas Economic Research Foundation
4084 University Drive, Suite 103
Fairfax, VA 22032-1028
(703) 934-6969

Ayn Rand Institute
4640 Admiralty Way, Suite 715
Marina Del Ray, CA 90292-6620
(310) 306-9232

California Public Policy Foundation
14263 Moorpark, Suite 4
Sherman Oaks, CA 91423
(818) 841-5210

Capital Research Center
727 15th Street, NW, 8th Floor
Washington, DC 20005
(202) 737-5677

<p>Cascade Policy Institute 813 SW Alder Portland, OR 97205 (503) 242-0900</p>
<p>Cato Institute 1000 Massachusetts Avenue, NW Washington, DC 20001-5403 (202) 842-0200</p>
<p>Center for Market Processes 4084 University Drive, Suite 202 Fairfax, VA 22030 (703) 934-6970</p>
<p>Center for Public Choice George Mason University Drive Fairfax, VA 22030 (703) 323-3877</p>
<p>Center for the American Experiment 2342 Plaza VII, 45 S. 7th Street Minneapolis, MN 55402 (612) 338-3605</p>
<p>Citizens Against Government Waste 1301 Connecticut Avenue, NW, Suite 400 Washington, DC 20036 (202) 467-5300</p>
<p>Citizens for a Sound Economy 1250 H Street, NW, Suite 700 Washington, DC 20005 (202) 783-3870</p>
<p>Claremont Institute 4650 Arrow Highway, Suite D-6 Montclair, CA 91763 (714) 621-6825</p>
<p>Commonwealth Foundation for Public Policy Alternatives 600 North Second Street, Suite 300 Harrisburg, PA 17101 (717) 231-4850</p>
<p>Competitive Enterprise Institute 1001 Connecticut Avenue, NW, Suite 1250 Washington, DC 20036 (202) 331-1010</p>

Defenders of Property Rights 6235 33rd Street, NW Washington, DC 20015 (202) 686-4197
The Drug Policy Foundation 4455 Connecticut Ave., NW, Suite B-500 Washington, DC 20008-2302 (202) 537-5005
Foundation for Economic Education, Inc. 30 South Broadway Irvington-on-Hudson, NY 10533 (914) 591-7230
Foundation for Rational Economics and Education P.O. Box 1776 Lake Jackson, TX 77566 (409) 297-5730
Foundation for Research on Economics and the Environment 502 South 19th Street, Suite 1 Bozeman, MT 59715 (406) 585-1776
Free Enterprise Education Center 1080 West Sam Houston Parkway North, Suite 228 Houston, TX 77043 (713) 984-1343
Free Market Foundation P.O. Box 741777 Dallas, TX 75374-1777 (214) 348-2801
Fully Informed Jury Association P.O. Box 59 Helmville, MT 59843 (406) 793-5550
Future of Freedom Foundation 11350 Random Hills Road, Suite 800 Fairfax, VA 22030-6044 (703) 934-6101
Gun Owners of America 8001 Forbes Place, Suite 102 Springfield, VA 22151 (703) 321-8585

Heartland Institute 800 East Northwest Hwy, Suite 1080 Palatine, IL 60067-6516 (708) 202-3060
Hoover Institution on Peace, War and Revolution Stanford University Stanford, CA 94305 (415) 723-1754
Horizon Institute for Policy Solutions 419 Moseley Drive Charlottesville, VA 22903 (804) 295-0295
Independence Institute 14142 Denver West Parkway, Suite 101 Golden, CO 80401 (303) 279-6536
Institute for Energy Research 6243 Del Monte Houston, TX 77057 (713) 853-3062
Institute for Humane Studies 4400 University Drive Fairfax, VA 22030-4444 (703) 934-6920
Institute for Justice 1001 Pennsylvania Avenue, NW, Suite 200 South Washington, DC 20004-2505 (202) 457-4240
Institute for Liberty and Democracy 4110 Fessenden Street, NW Washington, DC 20016 (202) 347-1441
Institute for Objectivist Studies 82 Washington Street, Suite 207 Poughkeepsie, NY 12601 (914) 471-6100
Institute for Research on the Economics of Taxation 1300 19th Street, NW, Suite 240 Washington, DC 20036 (202) 463-1400

International Freedom Foundation 200 G Street, NE, Suite 300 Washington, DC 20002 (202) 546-5788
International Society for Individual Liberty 1800 Market Street San Francisco, CA 94102 (415) 255-1906
James Madison Institute for Public Policy Studies P.O. Box 13894 Tallahassee, FL 32317-3894 (904) 386-3131
John Lock Foundation P.O. Box 17822 Raleigh, NC 27619 (919) 847-2690
Mackinac Center for Public Policy P.O. Box 568 Midland, MI 48640 (517) 631-0900
Manhattan Institute for Policy Research 52 Vanderbilt Avenue New York, NY 10017 (212) 599-7000
Media Institute 1000 Potomac Street, NW, Suite 204 Washington, DC 20007 (202) 298-7512
National Center for Policy Analysis 12655 N. Central Expy., Suite 720 Dallas, TX 75243-1739 (214) 386-6272
National Center for Public Policy Research 300 I Street, NE, Suite 3 Washington, DC 20002 (202) 543-1286
National Foundation for Teaching Entrepreneurship to Handicapped and Disadvantaged Youth 64 Fulton Street, Suite 700 New York, NY 10038 (212) 233-1777

National Taxpayers Union 713 Maryland Avenue, NE Washington, DC 20002 (202) 543-1300
Pacific Research Institute for Public Policy 755 Sansome Street, Suite 450 San Francisco, CA 94111 (415) 989-0833
Radical Capitalist 305 Madison Avenue, Suite 1146 New York, NY 10165
Reason Foundation 3415 S. Sepulveda Boulevard, Suite 400 Los Angeles, CA 90034 (310) 391-2245
U.S. Term Limits 1511 K Street, NW, Suite 540 Washington, DC 20005 (202) 393-6440
Wesley Foundation 151 North Main, Suite 1010 Wichita, KS 67202 (316) 262-7676
Young America's Foundation 110 Elden Street Herndon, VA 22070 (703) 318-9608
Liberty Publishing P.O. Box 1167 Port Townsend, WA 98368 (206) 385-5097
Land Rights Letter P.O. Box 568 Sharpsburg, MD 21782 (310) 797-7455
National Organization for the Reform of Marijuana Laws (NORML) 1001 Connecticut Ave., NW, Suite 1010 Washington, DC 20036 (202) 483-5500

Sample Letterhead



James S. Rustad
for Congress

**4456 Jackson Drive
Jackson, WI 53037
(414) 677-1679**

CAMPAIGN COMMITTEE

Barton

**Chris Anderson
Lynn Anderson**

Grafton

**Cliff Anderson
Dawn Anderson
Ron Emery
Mary Roffers**

Jackson

**Sheila Bernhardt
Steve Bernhardt
Greg Hall
Sue Hall
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Mequon

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Port Washington
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Ray Dahl**

West Bend

**Dave Ameringer
Ann Kutz
Jeremy Miller
Kevin Scheunemann**

Authorized and paid for by
People for Rustad
Michael J. Stafford, Treasurer

Sample Letter to Raise Funds

Jeffrey D. Friebert
State Senate

Libertarians: Progressive New Ideas for Wisconsin's Future

February 12, 1993

Mr. David Woolf
20 Sayner Court, #52
Madison, WI 53717-1871

Dear David Woolf:

Haven't you had about enough of politics as usual? Consider:

You now lose one half your income through taxation. Government now consumes 48% of every dollar earned -- including yours.

Property taxes in Madison and all Wisconsin continue to rise. If you don't think this affects you because you might be a renter, where does your landlord get the money to pay the property taxes on your home?

With lightening speed, President Clinton and Congress just passed the Family Leave Act -- forcing private business to provide costly benefits.

The "War on Drugs" has come to small towns all over our state. As a result, violent street crime is up and kids are shooting each other in our local schools.

Hillary Rodham Clinton is turning up the heat on national health care. You will soon see government bureaucrats dictating your health care.

Madison's mayor Paul Soglin is pushing for an outright gun ban. Meanwhile, last week the governor in conservative Virginia called for major gun control legislation.

David Woolf, you and I could go back and forth all day about how big our government is getting.

How the people in power -- from either of the two ruling parties -- have trampled all over the Constitution and our fundamental liberties. The time for action has come.

That's why I am running for the state senate to replace Russ Feingold. To be successful, I need your help. Win, lose or draw, your help at this time will pay off. With the increased visibility money can buy, more people will learn about libertarian principles.

The special election is April 6. That's coming up very fast and that's what makes my appeal to you so urgent. If you don't act now -- today -- we won't be able to print brochures. We won't be able to pay for the postage to send out news releases. News to inform people that there is a side of our national debate that they are not even hearing today.

That's the scary part. But you can do something about that. The next page asks you to help our campaign with a contribution. It's easy to do -- you don't even have to leave your home. If you will do what you can, I guarantee that you'll notice a change in how the media looks at us.

Some good things have been happening in the campaign. I've enclosed copies of some newspaper clippings from around the district. We are starting to get attention. Besides this, state party membership is up 25% since the November elections. We have a strong base. Now we need you, David Woolf. Your help is critical if we are to turn our ideas and ideals into reality. It just will not happen if we spend all of our time talking about it.

To give this campaign the focus it deserves in the media, we have established five key issues. We've phrased them so that the average person knows what we're talking about. Once we've identified problems, we show people how libertarian solutions are logical ways to build a brighter future.

David Woolf, won't you please take a few minutes today to help us get the word out in Madison and the rest of District 27?

Sincerely,

Jeffrey D. Friebert

P.S. Exactly one week after the election, it's the 250th anniversary of Thomas Jefferson's birth. Wouldn't it be great to send someone to the legislature who shares Jefferson's views instead of the phonies who just rip-off his name? if people tell you that our race cannot be won, remind them that this is Russ Feingold's old seat and ask what they were saying about Russ up to a week before he beat Moody and Checota.

Sample Candidate Announcement

TAXPAYERS FOR KOZAK

*Route 1, MH-32
Elkhorn, Wisconsin 53121*

Newsrelease

For Release: March 8, 1993

Contact: Ed Kozak
(414) 742-2701

Kozak Enters Congressional Race

Saying that people can't trust Democrats and Republicans in Congress anymore, an Elkhorn resident entered the First Congressional District race as a Libertarian.

Edward J. Kozak, 35, filed papers with the State Elections Board today to be placed on the May 4 special election ballot. In announcing his campaign, Kozak said, "If the people in the First District really want lower taxes and less federal government, I'm the only choice. The Democrats and Republicans have a 100-year track record of more spending, more taxes, and bigger government."

Kozak said as the campaign unfolds, he will focus on five main themes. "First, we must bring down the deficit with spending cuts, not new taxes on working people and senior citizens." Kozak said his five themes will include making health care affordable for everybody, reducing the military budgets to reflect the end of the cold war, fighting violent crime, reforming welfare, and dynamic new solutions to environmental challenges.

Kozak lives with his wife Samantha and daughter Alexandria in rural Elkhorn where they are members of St. John in the Wilderness Episcopal Church. He attended Wright College in Chicago and is self-employed with a garage door repair business and antique, radio and television repair services.